

Indiana, Idaho and West Virginia Retail  
Hardware Convention Reports in This Issue

# AMERICAN ARTISAN and Hardware Record

VOL. 85. No. 5. 620 SOUTH MICHIGAN AVENUE, CHICAGO, FEBRUARY 3, 1923. \$2.00 Per Year.



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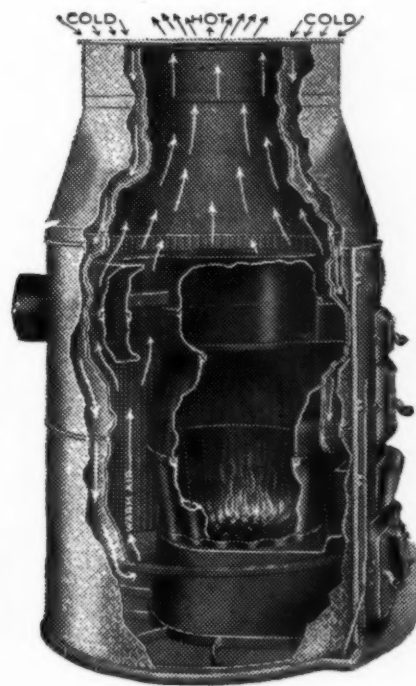


*The Wide-Awake  
Dealer's Choice—  
Pipe and Pipeless*

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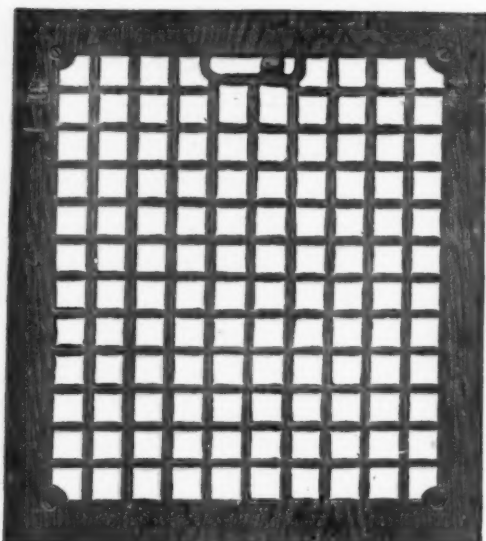
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Warm Air Heating and  
Ventilating Interests

# AMERICAN ARTISAN and Hardware Record

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## SHALL IT BE MORE OR LESS FOR 1923?

Another retail mail order house has just published its annual statement of sales and financial condition.

Sears, Roebuck & Company showed a gain in the net sales of \$1,613,634.00, or a little more than one per cent of the business which amounted to \$160,648,152.00.

Not a very large gain is it?

But 1922 was a year of paring and trimming with this big mail order house, as evidenced by the decrease of over twenty million dollars in "operating expenses," which includes "purchases, inventories, adjustments, wages, charges, etc."

In other words the principal efforts of the management seem to have been given to the matter of reducing the top-heavy inventory of 1921—over 46 million dollars and to collect on "accounts receivable"—which stand at nearly 29 million dollars as against over 40 millions at the close of 1921. These two items have been reduced nearly twelve million dollars each.

Is there anything of special importance in this to the average hardware merchant?

We think there is, and especially when you compare Sears, Roebuck's statement with that of Montgomery Ward & Company's, referred to on page 11 of our January 13th issue.

The latter organization was in position, financially, to push aggressively for business last year, and it did, with the result that a gain of nearly 22 per cent in sales was shown, the total being over 92 million dollars.

No doubt, the former company could have borrowed money for an aggressive sales campaign if that had been deemed the most important matter—which, however, was not the case, as shown in the foregoing.

Now, however, the decks are clear and it is only fair to expect that Sears, Roebuck & Company will go after business harder than they ever did.

In other words, the two biggest mail order houses will come into your community and pull out at least three dollars in cash for every man, woman and child, and the only thing that will prevent the amount from being larger is a well planned advertising and selling campaign conducted by you and by the other progressive retailers in your town.

That is really the important thing for you to consider.

Every dollar which you allow the mail order house to pull out of your locality because of your neglect or failure to go after business is lost to that town.

And you are responsible for that loss just as much as the man or woman who sends the money away.

You have the goods or can get them; unless you "let folks know" that you have them, and do it in a manner that impresses the people in and near your town favorably, it is really your fault that the money finds its way to Chicago.

\* \* \*

In 1922 American Artisan published more practical information on furnace work than all other publications in this field combined.



## Random Notes and Sketches.

By Sidney Arnold

George A. Lieser, sales manager for the Monarch range folks, was talking about the way some traveling men use their imagination when they make up their "swindle sheets," and to impress his hearers with the fact that honesty is the best policy even in that regard, he told the following story:

In the streets of a Southern city there recently met a couple of darkies and, during the course of their conversation, one remarked to the other:

"Yessuh, I's done proved dat honesty is de best policy, after all."

"How?" demanded the friend.

"You remembers dat dawg dat I took?"

"Shore, I remembers."

"Well, suh, I tries fo' two whole days to sell dat dawg and nobody offers morn' a dollah. So, like an honest man, I goes to de lady dat owned him an' she gives me three dollars and fifty cents."

\* \* \*

George W. Turton, the pipeless furnace enthusiast, was another of my callers. He lives in Niles, Michigan, but that does not prevent him from having a lot of good ideas on furnace heating, and I am always glad to listen to him.

\* \* \*

John P. Wagner, President of the Success Heater and Manufacturing Company, was one of those who helped to vary the monotony of my workaday last week.

Whenever the Doctor drops in, we usually have an animated discussion as to how furnace manufacturers ought to conduct their business and why installers fall down on their part of the job of making every house warm with good furnaces.

Sometimes, I am willing to admit, John P. is right, but he is so pleasingly persuasive that I am sometimes inclined to believe that even

when he may not be right he can make people do what he wants them to do.

I have never found a case yet, however, where he did not stand up for the thing that was right.

\* \* \*

Here is a story that I know George Carr will enjoy:

Roxie, a colored mammy, had been frequently admonished by her mistress for her addiction to smoking a pipe. She promised frequently to break the habit but always succumbed. Finally, when her mistress caught her at it again, the latter lost her patience.

"Roxie," she exclaimed, "if you won't stop that bad habit for any other reason, do so because it is *right* to stop it. You are a good church member—don't you know that smoking makes the breath unpleasant, and that nothing unclean can enter the Kingdom of Heaven?"

"Suah, Ah does, ma'am," replied Roxie, puffing away contentedly. "But dat don' worry me none, honey. Bless yo' heart, when Ah enters de Kingdom of Hebbin Ah figgers on leavin' mah breath behin'."

\* \* \*

Fred Micha, one of the city salesmen of the Haynes-Langenberg Manufacturing Company, is nothing if not a hunter, as will be seen from the following:

As is customary, a few days ago, the young lady in the "Front Rank" office whose job it is to make out cards from the printed list of building permits for the salesmen's use in finding new prospects, copied the address of the new factory which the company is having constructed on King's Highway. The card was placed on Fred's desk, and as the information was set down in the printed list that this factory was to be heated with warm air furnaces, using a fan distributor, the

same information was put on the card.

Fred rushed out of the office without saying a word to anybody, went to the architect's office and started out to tell him how fine a furnace installation with fan attachment would work.

The architect listened to him a while and told him that inasmuch as the building was being constructed for the Haynes-Langenberg people, the probability was that they would put in their own furnaces and do their own installing.

Fred has not yet been able to explain just how he managed to get away without letting the architect know that he was trying to sell a "Front Rank" installation to his own boss.

\* \* \*

"Always consider the responsibilities of your position," says Ed Stollemyer, of the Walworth Run Foundry Company, and then he proceeds to illustrate with the following:

"Honey," began the colored suitor nervously five minutes after he had been accepted, "when us-all gets married yo' ain't gwine give up dat good job workin' fo' de white folks, is you?"

"But," remonstrated the bride-to-be, "ain't us-all goin' on a honeymoon and have a trip on a train somewheres?"

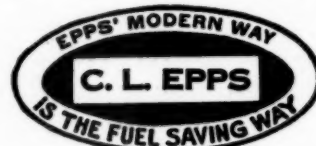
"One of us might go, honey. Dey ain't a thing holdin' me, but you is got 'sponsibilities."

\* \* \*

C. L. Epps, author of Epps Modern Way, which is only another way of saying that Mr. Epps is an ex-

FURNACES

ROOFING



SPOUTING

VAN WERT, OHIO

ponent of warm air furnace heating, was in my office recently.

The accompanying illustration is a reproduction of his business card. He sells Success and Rudy heaters.



# Facts of Warm Air Heating and Ventilating.

Reports of Progress in Warm Air Heater Research Work.  
Ventilating Factories, Theatres and Other Buildings.

## *Employers Should Know What Practicotatum Means.*

**D**O you live in the practicotatum? If your employer does not provide the practicotatum for you, he is wasting his money.

So says Dr. W. A. Evans, the healthy authority of the Chicago Tribune. Continuing he says:

Dr. W. D. Pierce of the San Mateo Mineral, Metal and By-Products company, invented the word "practicotatum." It means an atmosphere in which the temperature ranges from 55 to 70, and the humidity from 32 to 55, and the temperature and humidity are in such relations that comfort prevails. This applies to indoor conditions during the closed window season.

If an employer or a school teacher cannot keep those under his charge in the practicotatum, thus gaining for himself and for them, he should at least strive to provide what Pierce calls a thermopractic zone.

In the thermopractic zone the atmospheric temperature may range between 36 and 90, and the humidity between 2 and 85, provided the humidity and the temperature are kept in proper relation. For instance, the humidity may be 100 when the temperature is 43, or it may be 0 when the temperature is 78. The wet bulb temperature must never go over 70.

Any one who has ever been in wet air at 43 knows how chilly it is, and a person living in air which registered 78 by the thermometer and 0 as to humidity would be apt to scratch all night from winter itch.

Surrounding the practicotatum and the thermopractic zones are what Pierce calls "subzones of debilitation and discomfort, of sluggishness and pain." Any condition of the temperature or humidity of the atmosphere which causes a feel-

ing of chill, a benumbing or parched condition, excessive perspiration, depressing fatigue, frequent need of rest, quickened or sluggish pulse, is dangerous to health.

Any condition of the atmosphere which makes one sleepy or drowsy, which causes one to nod, to strike the wrong key on the typewriter or on the adding machine, which causes errors in calculating or in copying, any such condition is expensive to the employer, and, in time, undermines the health of the employee.

It is doubtful whether an employer can afford to have employees

work in an atmosphere which causes winter itch. Scratching all night may be their loss, but making mistakes and nodding all day is set down on his side of the ledger.

Dr. Pierce says that while 90 temperature at 35 humidity may be thermopractic and not very disturbing, 90 temperature and 65 humidity causes sluggishness and even sleepiness. Ninety with 80 humidity causes fever and pain, and 90 with 100 humidity causes heartstroke. To cause heartstroke when the humidity is 5, a temperature of 115 is required.

## *Looking Back Six Decades Over Progress in Field of Warm Air Furnace Installation.*

*Veteran Installer Traces History of Industry and Gives  
Valuable Hints and Suggestions from Personal Experience.*

### Part I.

**W**ITH years of actual work to my credit for the installation of warm air heating systems, in a diversity of localities widely separated, and under all sorts of unusual and peculiar conditions, I believe my practical experience gained by a close observation of the better methods of procedure will be of value, by suggestions, to the younger generation, and interesting to the "old timer."

With a personal knowledge of warm air heating plants installed six decades, and a participation in the actual work connected with same a half century ago, I have, I venture to say, fairly completed a circle in evolution and retroaction in this line of industry.

My first effort in heating a building with warm air with a pipeless construction was in a church away back in the early '70s. The church was of considerable capacity and had two aisles located at the end of a row of pews extending in from

each side wall about eight or ten feet. The registers or gratings were common straight bar concerns cast at a local plow foundry, without boxing or slides. One pew was removed from each of the side rows slightly past the center toward the front of the church. The gratings extended nearly the full length of the pew removed and was, probably, one foot or 15 inches in width. The heaters were two large round cast stoves; they were immense affairs. Our recollection is that their firepots were three-quarters inch thick at the top.

These stoves were encased in brick walls made double, and about level with the tops of the stoves the bricks were drawn in to engage the grating. All wood coming near contact with the grating or stovepipe was lined with zinc for fire protection. Each heater was supplied cold air from the outside by a wooden duct (size guessed at), provided with wooden slide dampers whereby, in case of exceedingly

cold, stormy or windy weather, the outside air could be shut off and the cold air supply taken from the basement through holes provided in the brick casing. A double sheet metal door, having a three-inch space, was hinged to the front of the casing, and the feed door was taken from the stove, holes were drilled around the opening and a coal chute bolted on to pass through the casing, having the stove door attached to its end.

#### An Improved Construction.

An old time construction was to get a round heating stove of a size thought suitable and case it with galvanized iron on the outside (1) and line this casing on the inside with common black stovepipe iron. A double door was hinged fronting the stove and a dome top extended to the grating above. When warm air pipe was used, as was quite frequently the case, the dome was cut down and collars used on the dome, as now.

The casing enclosing the heater was elevated from 4 to 6 inches above the floor. A grating for cold air from the house was placed in the floor of the building next to the coldest door. The proposition was to provide for the cold air coming into the house from under this door to pass down through this grating into the cellar and enter the furnace casing by way of the elevation provided, be heated by circulating around the hot stove and pass on up through the floor grating or warm air pipe heated.

#### An Early Draft Check.

I know of numerous installations made for warm air heating in the early years where all the draft control was given by an oblong hole made in the chimney (2) with a swing metal plate to cover it, located under the heater's smoke pipe entrance to the chimney. When the cover was pulled up with the chain to fully open the hole, the draft for the smoke pipe would be cut off dead. The convenient little draft check on the smoke pipe used nowadays takes the place of all the old elaboration.

New devices were coming on

right along until for the past score or more of years all that has been needed to put warm air heating systems away to the fore of any plan yet devised that we know of is more care in getting a proportionate balance to sizes and areas, and especially more determination on the part of the mechanic that his execution will be the best in him; that every installation be a special one and not an attempt to get the "durn" thing finished up in a day.

Not knowing of modern methods, our crude construction and arrangements as pipeless heaters gave very good satisfaction, and while there is no question of superior qualities of construction and the convenience of devices used in the erection of the modern pipeless heater, yet we cannot see wherein they differ to any great extent from the first crude effort in *actual execution*. The vital principle at the beginning of the circle then and now was and is to get heat from an arrangement in the cellar that would take cold air from the house, warm it and return it again without the use of lateral pipes—a plant for heating with a smoke pipe, and none other.

#### A Disastrous Decade to Warm Air Heating.

Beginning along about 1890 was the hardest and most disastrous to this branch of the building industry. Everything in connection with it appeared to be done in a reckless, haphazard manner. Good furnaces were made then, it is true, yet their installations usually were without method, common sense or knowledge of the end desired. Apparently every crossroad store had an agency for some furnace and even mail order houses were sending out cut prices with the information that "any ordinary mechanic can set them up." In short, most of the "settin' 'em up" was so poor and unsatisfactory that had it not been for a few conscientious and practical craftsmen in nearly every locality there is no telling to what lower depths the business would have retrograded.

My experience has been that expert installators, actual furnace

workmen, are not free with their information. We read many articles on the subject, yet they are usually away over the head of a novice, and appear written for the workmen who already know how. One of the hardest items myself and fellow artisans had to learn was how to figure capacities, as unfortunately we were not all college graduates and the great majority were far away from the trade schools. It was years before we found an old hand willing to show us how to figure the relation in capacity of a round warm air pipe to an oblong cold air duct, hence let me give my short method here, with the thought of its probable benefit to some reader.

#### Relation and Calculation of Warm and Cold Air Areas.

A short cut for finding the circumference of a circle: Multiply the diameter by three and add one inch to every seven; i. e.,  $3 \times 7 = 21$ ,  $21 + 1 = 22$ . The result is only .009 inch off—too small a difference to affect ordinary calculations.

To find the area of a circle: Multiply the circumference by one-half the radius. The radius of a circle is one-half the diameter.

The area of a 14-inch round pipe (frequently used) is  $3 \times 14 = 42$ ,  $42 + 2 = 44$ ,  $44 \times 3\frac{1}{2} = 154$  inches. A square duct  $12\frac{1}{2} \times 12\frac{1}{2}$  inches has an area of 156 inches, close enough to work in conjunction with a 14-inch round pipe.

In getting a well-balanced system the mechanic must know what rooms are to have heat conducted to them, their area and location, also the hall and other areas not piped, if any, and an allowance made in pipe capacity for same; then he can estimate (not guess) exactly the number and size of warm air pipe leads that will tap the dome.

(Part II will be published in next week's issue.)

Perhaps you cannot interfere with your employes using cigarettes and home brew when off duty, but you can insist that they eliminate all traces of such things when they come to the store.

## Wilson Wants to Know If This House Can Be Heated with Pipeless Furnace.

*Says That Those Who Think Pipeless Furnace Is Dying Have Another Guess Coming.*

HERE is another pipeless problem.

Charles Wilson, of Brown, Lynch, Scott Company, Monmouth, Illinois, stands to make a sale if somebody can convince him that a pipeless furnace will heat the house shown in the accompanying illustration.

Mr. Wilson's letter follows:  
TO AMERICAN ARTISAN:

I wish to thank you for publishing my little note on Mr. Clague's problem. I like to read these discussions, particularly the articles on pipeless furnaces with which I have had considerable experience. I enjoy Mr. Turton's articles, for I

quite agree with him. It requires a lot of knowledge of air circulation, as much or more, with a pipeless as a pipe furnace, and those who think the pipeless idea is waning have another guess coming, for there are a lot of houses already built and a lot more will be built, in which a pipeless furnace will work as satisfactorily and more economically than any other type of heater.

I am enclosing floor plan of a one-story house and would like opinions, as to whether it would be advisable to install a pipeless furnace.

The doors are all single openings; house faces east. I have not measured glass surface but it can be estimated; the ceilings are 8 feet. There is a 6½ foot basement under all the part we wish to heat, which is all except the kitchen.

Chimney is 12 by 12 inches inside and lands near the high point of roof. The floor in dining room is 1 foot higher than balance of house.

This customer said he would buy a pipeless furnace if we would agree to heat the house satisfactorily. But would not install a pipe job because it would take up too much room in basement, require too much fuel, etc.

What would you do, you furnace installers?

Yours respectfully,

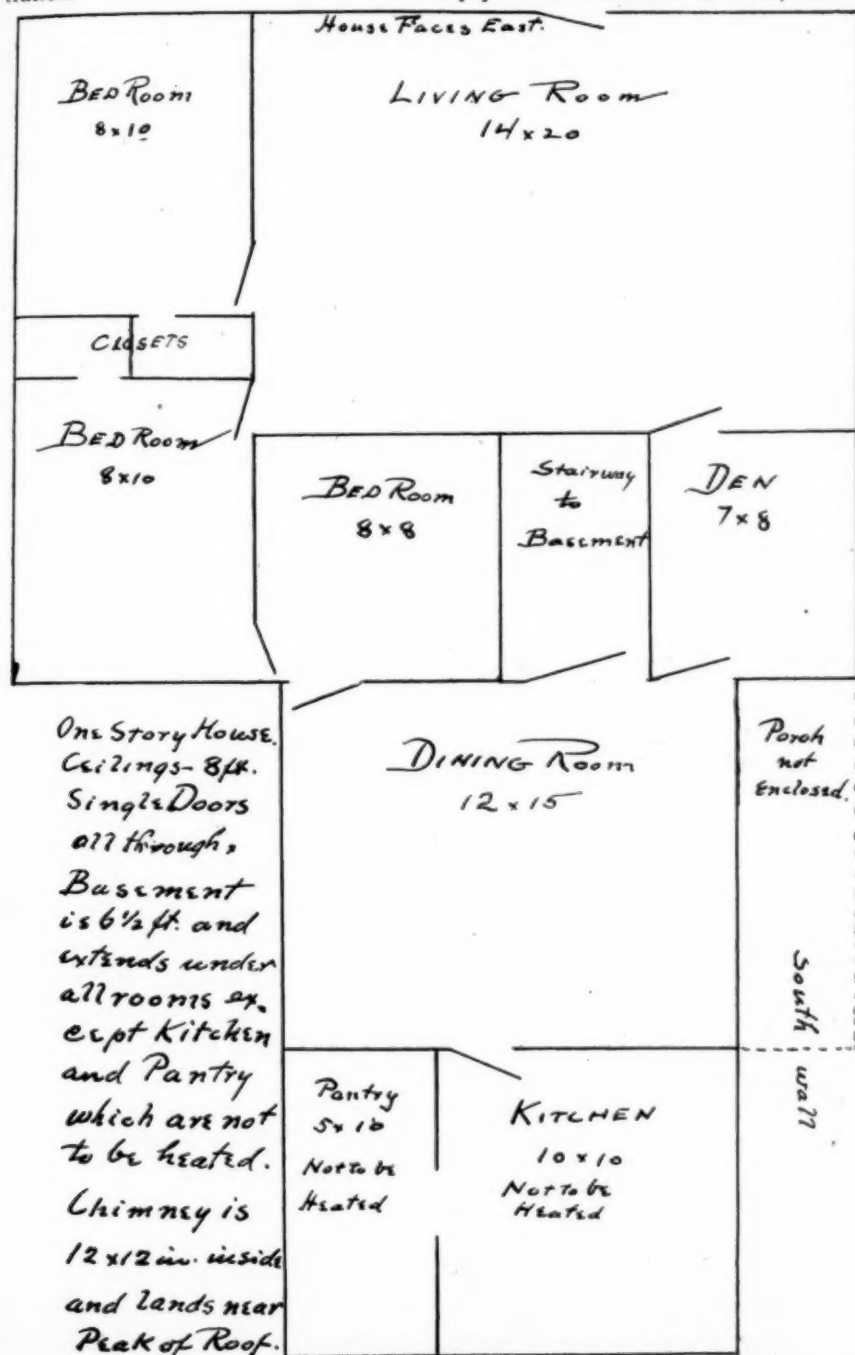
CHARLES WILSON.

Brown, Lynch, Scott Company.

Monmouth, Illinois, January 23, 1923.

### Few Positions Are Open But Plenty of Jobs.

"If a boy comes into our store, said a Western Michigan merchant, 'and asks for a 'position' we usually pass him up. If he comes in and asks for 'work' we usually give him a trial; we set him at it and if he does not change his mind it is only a few years until he has a store of his own. There is no direct or short cut route to promotions in our store. If there is a vacancy each worker is advanced a peg, if com-



Floor Plan of One Story House. Can This Be Heated Satisfactorily With a Pipeless Furnace?



petent; if not, some one who is takes a step upward. It is said that blood will tell in the animal kingdom, and industry, faithfulness, loyalty and, above all, honesty will tell in the hardware store. Promo-

tion comes from being prepared when the opportunity comes to accept greater responsibilities. With earnest workers reprimands are seldom necessary and discharges rare, indeed."

## *Turton Says the Best Way to Get Hep to Pipeless Furnace Is to Express Your Ideas.*

*Dares Pipe Men to Give Reasons Why His House Cannot Be Heated with Pipeless Furnace.*

ON pages 91 and 92 of our 1922 Warm Air Furnace Special, George W. Turton discussed the merits of the pipeless furnace and asked for solutions of the problem of heating a two-story house with a pipeless furnace, the floor plans being shown on page 92.

M. B. McGowan, Jr., of McGowan Brothers Hardware Company, Spokane, Washington, replied to Mr. Turton's request, and his solution was published on page 15 of our January 20th issue.

The following letter from Mr. Turton urges installers to give serious consideration to this problem and requests that solutions be sent to AMERICAN ARTISAN for publication:

TO AMERICAN ARTISAN:

I note with interest the method of installation which M. B. McGowan, Jr., of Spokane, Washington, suggests for heating the two-story house with a pipeless heater.

I have received letters from others offering solutions of the problem and have advised the writers to send their ideas to AMERICAN ARTISAN for publication as Mr. McGowan has done.

Pipeless heating is a comparatively new science, and the best way to "get hip" to the unknown factors is to openly express your ideas for discussion. Old as the pipe system is, I notice that installers are still discussing the proper way to take off pipes, and every participant is going to profit by it, and I earnestly suggest that pipeless installers carefully consider this little problem offered and send your solutions to AMERICAN ARTISAN.

And the pipe men who are sure it "can't be done," are equally welcome to say so plainly, giving reasons.

In due time I shall reply to Mr. McGowan's solution. But I feel that more good will be derived by withholding my answer until others have expressed opinions, giving us a greater variety of factors to discuss.

Bear in mind that all rooms on the first floor are to be heated to 70 degrees; second floor to 65 degrees except bath, which must be 85 if desired.

A very simple problem, but worthy of the mettle of the oldest warm air installer. And we youngsters at the game ask as a special favor that you quote from experience just how to proceed with this problem.

Sincerely,

GEORGE W. TURTON.

Niles, Michigan, January 25, 1923.

*Daughter of J. M. Triggs,  
President of Majestic Company,  
Weds Indianapolis Man.*

Miss Helen Triggs, daughter of Mr. and Mrs. J. M. Triggs, of Huntington, Indiana, was wed to Donald R. Kellum, of Indianapolis, at the home of the bride's parents, January 22.

Mrs. Kellum is a graduate of DePauw University. She formerly taught music and art in the Waveland and Fowler schools and prior to her marriage was in charge of music and art in the Huntington schools.

Her father is president of the

Majestic Company of Huntington, was formerly president of the Huntington Commercial Club and is active in state affairs of the Y. M. C. A.

## *How Can Furnace Be Installed in Basementless House.*

TO AMERICAN ARTISAN:

I am reading your paper every week and am mostly interested in furnace installation. I would like to get into the furnace game out here, but the trouble is the houses have no basements, because of the seepage water. What basements are here fill up with water every spring and because of that fact the people do not want basements.

Now, then, is there any way to install a warm air furnace in a house without a basement?

Will you please publish this question in one of your issues, just to find out if any one knows a way to heat a house without a basement with a warm air furnace.

I have an idea but I don't know whether it would be practical or not, so would like to get some one else's opinion.

Thanking you in advance, I am

H. BITTERLICH.

—, Colorado, January 22, 1923.

## *Traveling Salesman Has Great Fund of Profitable Information.*

Retail merchants can invest a few moments of their time to no better cause for the betterment of their business than by stepping up to the traveling man who comes into the store and giving him a welcome handshake, the same as you would if he were invited to dinner at your home. Realize the stock in trade the commercial traveler carries with him to every town. If he is encouraged by the retailer, he will unfold ideas that he has picked up at stores, on trains, in hotels and in talking with other traveling men and merchants at the various towns and which will place any retail merchant in a position whereby he can sweep away competition and make a strong competitor look insignificant.

## How Strong Is a Furnace Elbow?



You might as well ask, "How long is a piece of string?"

There are furnace elbows, and some of them are punk, some are fair, some are good and a few are better.

When Uncle Sam decided to mix in the free-for-all across the big pond he made contracts for maybe half a million adjustable elbows of various sorts and sizes, from three inches to fourteen.

Some of these elbows justified their other name—four piece, or five piece—for when they arrived at the point of their destination they were in four and five pieces—and they couldn't be put together.

Others were not quite as adjustable as they ought to be because in transit they had been knocked against each other, denting the rolled edges and making it impossible to fit them properly.

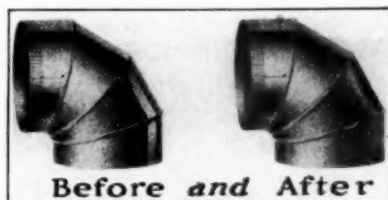
But some were good and stood the hard usage that any stuff gets in an army camp.

E. E. Dunning did not make furnace fittings at that time, but he has evidently taken a leaf out of the experience of those who made good on their contracts for elbows, for the other day I saw him throw a Kwik-Lok furnace elbow, made of standard 26-gauge iron and taken from the regular stock, from the top of a three-story building to the stone pavement beneath.

I really expected to see the elbow knocked to pieces, or at any rate bent so badly that it would be practically useless; but when we got down to the street and picked it up for inspection, there was just a slight dent in it which did not in any way interfere with its adjustability after the part had been straightened. Each part turned just as easily as

it had done before and its quality of fitting a pipe connection from any angle was absolutely unaffected, and the four pieces stayed together. Each one of the four parts turned on its rolled edge, freely and easily, and yet the elbow is strong, holds together and ought to last a lifetime.

Mr. Dunning designed the machines on which the edges are rolled, and the whole process of manufacture through which the elbows pass is characterized by the use of power machinery of the highest type. Each of the four pieces is "stuck" together and "laid down," riveted and the edges rolled together, completing an elbow which, as I said before, stood the test of being hurled from the top of a building more than



forty feet high to a stone pavement, without being injured in the least.

Naturally, Ellsworth is quite proud of what his "old man" has done, and it is a hard job for any one with him to turn his mind to another subject, but then—why shouldn't he feel elated?

## Which Are You? A Go-Getter Or a No-Getter.

Just what is a Go-Getter?

Let's not get into an analytical turn of mind, but accept the statement of one wide awake and progressive business man who tells us that a Go-Getter is a spirit, says a writer in *Fitting Remarks*, the well written house organ of the W. E. Lamneck Company, furnace fitting and accessory manufacturers.

It's the spirit that says "You've got to buy."

The Sales Manager for a large shoe manufacturing concern got to be Sales Manager by becoming a Go-Getter and he became a Go-Getter by repeating to himself the above phrase every time he talked disappointed.

It's all a matter of spirit and spirits can't be pinned down. It's all in your attitude and the manner in which you go about it. You don't have to knock the prospect down. You can do it in a nice easy way and accompany the whole effort with a good smile. But when you ask 'em to buy, just say this to yourself as though addressing the other fellow: "Brother, the chances are that you are going to say 'no,' but don't waste your words. You are to a prospect. He talked calmly, but kept repeating "You've got to buy." He meant it, too, and by it he brought to the room that spirit that made the prospect know that he was a gonner the minute the salesman began talking.

The president of a large Columbus electrical firm distinguishes between a Go-Getter and a No-Getter in this way: The Go-Getter approaches the prospect with the thought that failing to close a sale is an impossibility, while the No-Getter displays his wares and tells his story but with little hope of putting over a sale. He asks for it not expecting to get it and he is seldom going to buy before you get away from here, or you're going to pass out over my dead body. You've GOT TO BUY."

Get yourself in this frame of mind, and the Go-Getter spirit will soon be a part of you.

## Salesman Pays for Courtesy With Good Sales Ideas.

The commercial traveler today does not want to load a merchant with goods because his customers' success is his success, as well as his firm's, and a commercial traveler will feel just as well if he does not get an order from a merchant if he obtains the courtesy he is entitled to upon his visits. He will gladly give new ideas which will enable the merchant to give him more business and build his store substantially.

You cannot expect people to buy your wares unless they are shown why they should buy them.

# Practical Helps and Patterns for the Tinsmith.

Aids to the Improvement of Craftsmanship and Business.  
News from Various Branches of the Sheet Metal Trade.

## Patterns for Oblique Angled Branch Pipe

By O. W. Kothe, Principal, St. Louis Technical Institute, St. Louis, Missouri. Written especially for American Artisan and Hardware Record.

At times the workman meets with tee branches where they form an angle in elevation and also an off-set angle in plan. This is in most

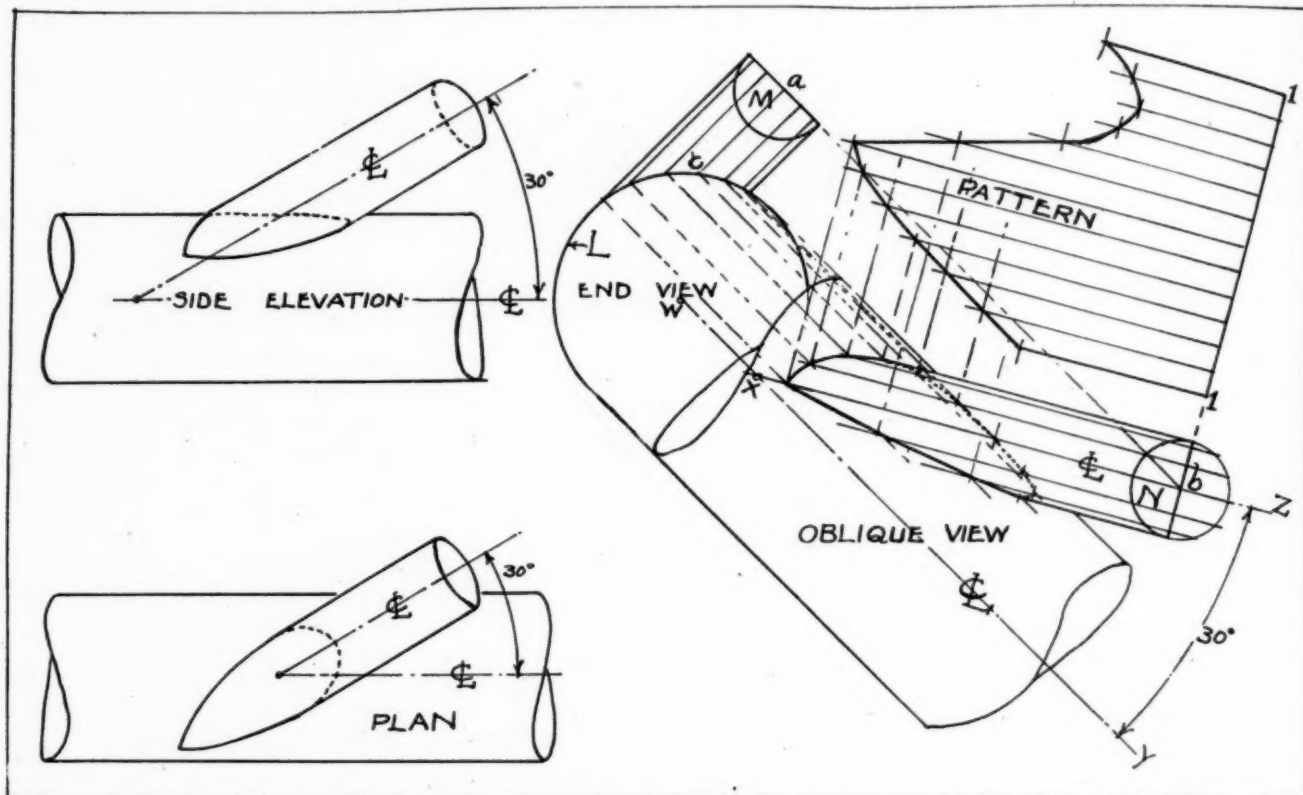
section M. Observe this branch sets tangent with the main pipe L. Now our side elevation and our plan view are merely help out views in which we only consider the center axis line.

Therefore, at right angles to the center of line of tee, a-c of end view, square out a line from the center W as W-Y. Then from any place as X strike a 30 degree angle as X-Z. Then from a of end view bring over

girth from N and set it at right angles to X-Y as 1-1.

From each of these points in line 1-1, draw stretchout lines and then from each point in the miter line of oblique view, project lines to intersect stretchout lines of similar number. This will give the miter cut for patterns as shown.

In general, the degree figures would be omitted and we would have elevation and off-set distances given



Development of Patterns for Oblique Angled Branch Pipe.

cases tee branches of this kind that can be re-designed to intersect the main pipe by either changing one or the other angles and in that case, a common tee would be suitable.

But where we have an elevation where the tee inclines to a 30 degree or any degree for that matter; and the plan off-sets, let us say 30 degrees in this case, then the following treatment would be used. We first project an end elevation describing the main pipe L from the center W and then set in the tee branch with

a line parallel with X-Y and this will intersect line X-Z in point b. This enables drawing the section N and divide into the same number of equal spaces that section M is. Then from each point in section N project lines parallel with X-Z, extending them to about the central line X-Y. After this, consider each point where the lines from M intersect similar lines drawn from section N. This will give the intersections between the tee and the main pipe. To set off the pattern pick the

by measurements of the rule. In that case, the end view would be developed in accordance with the off-set of the branch pipe in plan. Whatever measurements would be these measurements would be substituted instead of the degree lines we show. Then the elevation altitude would be picked and set in the oblique view, so that the line a-b would intersect this altitudinal line which would give the true angle of the branch in the oblique view. By considering these fittings in a triangulation fashion,



where the plan produces the off-set, or the base, and the elevation the altitude; then by putting these two together in the oblique view, the true length is produced. Otherwise, the actual development is identical to any of the other common tee branches of different diameters.

### *Watch for This and Similar Bad Check Crooks.*

We are in receipt of the following letter from one of our subscribers in San Antonio, Texas, in which he warns against a "bad check artist" who travels under the name of "Floyd J. Porter, Manufacturers' Agent."

TO AMERICAN ARTISAN:

We are inclosing check for 1923 subscription, and would like to ask if you could make a little note in your next issue, notifying all sheet metal working shops to be on the lookout for a very smooth "forger."

He worked us for \$200.00 and Stearns Hardware Company of Hot Springs, Arkansas, for \$250.00 and some shop in Beloxi, Mississippi. He is using a very smooth "Cashier's Certified Check." Ours was on Old National Bank, Grand Rapids, Michigan. He gave us his name which was printed on card—Floyd J. Porter, Manufacturers' Agent, 847 Bell Building, Kansas City, Missouri.

Check was made payable to and supposed to be endorsed by Harry C. Knisely Company of your city. It was signed F. J. McLachlin of Grand Rapids, Michigan. We have given the matter as much publicity as possible in this part of the country and think it would be as much of a "News Item" as anything else, and may be the means of saving some of your subscribers several dollars.

It is getting "fierce" when the "crooks" get down to "working" tin shops, don't you think? Thanking you, we are,

Yours truly,

ED. JEWETT,

Jewett Cornice & Roofing Company.

Upon inquiry at the office of Harry C. Knisely Company it was

learned that they had no knowledge of the man who presented the check supposedly endorsed by them.

### *\$150,000 in Copper Is Located in Bay.*

More than a million pounds of copper have been located at the bottom of New York Bay, in the main channel between Governor's Island and Bedlow's Island, and will be salvaged by the United States Navy, according to an announcement recently at the Brooklyn Navy Yard.

The copper was located by a salvaging crew in the employ of the

Merritt-Chapman Wrecking Company, 17 Battery Place, which had a contract with the Government to locate the copper after it had sunk on January 18, 1920, as the result of a collision in a fog between the navy barge Anode, carrying the copper, and the army transport Buford.

The copper is now resting in mud ninety-three feet below the surface of upper New York Bay. The copper had been bought by the Government and was on its way to the navy base at South Brooklyn to be used for building purposes. The copper is valued at \$150,000.

## *Why Does a Sheet Metal Man Take a Job at Loss and What Is the Remedy?*

*Greenberg Visits One of the Big Fellows and Lets Out the Secret of the Price Cutter.*

Written Especially for AMERICAN ARTISAN AND HARDWARE RECORD  
by I. C. Greenberg, Cleveland, Ohio.

**B**ILL TRACY was the sorest man in ten states when I saw him in his office last week. Please note that I said *office*. Bill has the largest shop in town and does about fifty per cent of the work. He has a sure enough office and it's a fine arranged place, too. It was near quitting time and Bill asked me to wait till the men had gone as he wanted to have a talk with me.

As soon as the men had left, Bill and I settled down to have a talk concerning a job that was taken by a competitor.

"Now this fellow who got the job," Bill said, "took it at an actual loss of fifteen dollars. It seems that he took it at fifteen dollars less than labor and material, leave alone anything allowed for overhead. Now, I did not just sit down and cuss, I went over to see him and explained to him that the cost was more than the selling price. Now mind you, I figured the job with him, put the items down on paper and had him add it up himself. When it was all over, what do you suppose he said?"

"I can't guess," I replied.

"Well, all he said was, that he had to have that job and took it at a loss knowing it was at a loss," Bill replied.

"Maybe he told the truth, Bill," I said. "It may be that he took that job in self preservation."

"Self preservation!" Bill exclaimed. "How in sam hill can a man call it self preservation when it is self destruction?"

"There are exceptions to all rules," I answered, "and this is one of the exceptions, Bill."

"Then it is sheer ignorance," Bill said. "I can not conceive any sane man taking work at a loss and knowing it is a loss in the first place. Gad! Some men in this business are sure going crazy. Doggone it, I simply can't solve it. I can not understand such business methods."

Bill is a hot tempered bird and flies off the handle at times. I noticed that he was getting red faced and nervous. I wanted him cool and collected, so I said, "Bill, this problem is as easy as A, B, C. You don't understand it that's all. Let me explain this to you and you will see how these fellows cut prices as they do."

"Go ahead. Shoot!" Bill said resignedly.

"You see, Bill," I explained, "these price cutters do not cut prices because it makes them feel good. Here is how this disease starts in. A fellow takes a job at cost sometimes because he thinks that it will bring a lot of work. He uses up his own profits as a bait. Well, when the job is done, they get the money and start to figure something like this. They have the price of the material back, and have lost nothing but a little time. But in the meantime something has happened. Can you guess what it was that happened, Bill?"

"Sure I can," Bill replied with assurance. "They lost time and made no money."

"You are all wrong, Bill," I said. "Here is what really happened. When he got the money for the job, he found that out of that money he had to buy eats and pay bills. Now, Bill, he could not do both of these things, so he figured it out that he must eat. Well, if he eats, he can not pay bills and loses his little credit. If he pays his bills, he can not eat, and he will starve to death. What good is credit to a dead man, Bill, I ask you?"

"All right," Bill assented. "What about it?"

"This much about it, Bill," I replied. "He is between the devil and the deep, deep sea. Either way he turns it will get him, and get him good. So what does he do, Bill?"

"Damfino," Bill replied lighting a new cigar.

"Well, here is what he does," I went on. "He says that he must eat, and he does eat. He is aware that he has no money with which to pay his bills, so he gets desperate, and self defense sets in good and strong. He simply takes the first chance to bid on another job, and slashes the life out of it in order to get it for certain—and he does get it even at a loss. He then—"

"Hold on there," Bill interrupted, "You are running away with yourself. You say he becomes desperate and takes another job by slashing

the price in order to get it. How long can he keep this up?"

"You did not give me a chance to finish," I protested. "I was about to say that he then takes the money he gets out of the second job and pays his bill for the first job. This leaves him without any money to buy eats with. So he takes number three job at a cut price in order that he may eat with the money he gets out of it. Then he takes number four job and pays for number three and number five to pay for number four, and number six to pay for number five and number seven to pay for number six and num—"

"Whoa" Bill yelled. "Cut this number stuff out. I got you in the first place. You need not count up till a thousand."

"All right, Bill," I laughed. "Here is the reason some of these fellows take jobs and cut the price all to pieces. I tell you, Bill, it is self defense, not ignorance. They must do it or bust."

"Well I'll be doggoned," Bill said slowly. "Dogged if you are not right. Do you know I never thought of this in the light that you put it. It is as true as gospel so help me Pete. However, allowing that you are right, which you are, what is the remedy?"

"You are the remedy, Bill," I replied seriously. "You and your class of business men in this industry can cure it if you want to, but you do not want to."

"What's that?" Bill asked. "How can we big business men help those poor devils who do not know any better. What are you talking about anyway?"

"Yes, Bill, you big men can help it," I answered, "by attending to their association meetings and teaching them. You are big enough to be able to go without them, but are they big enough to go without you? As long as you will allow them to be slaves to the next job, just that long will you get your regular spankings and have a chance to kick."

"I can't see that I have time to become a teacher," Bill complained.

"That is up to you, Bill," I said with finality. "But do you remember what Teddy Roosevelt said?"

"No, what did he say?" Bill grunted.

"He said," I replied, "*Every man owes some of his time to the uplift of the industry to which he belongs.*" Nuff said."

"Well, let's go home and eat," Bill said. "I can not argue with you because you are too bull-headed."

Now, dear reader, what do you think about that? Tell a man the truth, and he does not like it. Tell him a lie and it is the same darn thing. It is all a matter of education, that is all.

### *Tri-Cities Sheet Metal Contractors Enjoy Banquet.*

THE Illinois Tri-Cities Sheet Metal Contractors' Association (Rock Island, Moline and E. Moline) held their first annual banquet in Rock Island January 25th. The banquet was held in the Y. W. C. A. with Mr. O. H. McCoy of E. Moline as toastmaster. A lovely dinner was served after which they attended in a body a theatre party at the Fort Armstrong.

Short talks were made by Mr. Will Harms, Joe Burgess and S. P. Burgess, all of the Rock Island Register Company and L. M. Baugh of the Meyer Furnace Company.

Those in attendance were: Mr. and Mrs. Oscar Schmidt, Mr. Schmidt, Jr., and lady, Mr. and Mrs. Fred Maihack, Mr. Maihack Jr. and wife, Mr. and Mrs. Anton Johnson, Mr. and Mrs. Robert Summers, Mr. and Mrs. Ray Summers, Mr. and Mrs. Robinson, Mr. and Mrs. John T. Noftsker and daughter, Mr. O. H. McCoy, Mr. Grant McCoy, Mr. and Mrs. Joe Burgess, Mr. and Mrs. S. P. Burgess, Mr. and Mrs. Will Harms, and Mr. and Mrs. L. M. Baugh.

The difference between the service a salesman gives and the service he could give may be the difference between a good and a poor salary.



# Sheet Metal Worker Is Given Simple Rules Which Make Up First Principles of Bookkeeping.

*George R. Doyle,\* Accounting Expert, Explains Debit and Credit Entries and Labor Service Lines.*

IN THIS installment we take up the first book that deals with actual accounting and involves the principles of Debit and Credit. Our first two installments dealt with the original record of the job and we saw the necessity of having a correct detailed record of Costs. The advantage of this will be clearly demonstrated in this article.

In our previous installments we tried to come to an understanding of the fundamental principles of Debit and Credit and Double Entry Book-keeping. Before proceeding, it is well to consider one other principle of present day accounting, the columnar method. This columnar method and the use of books with several columns is for the purpose of simplifying bookkeeping. It can best be compared to present-day methods of keeping stock.

In a properly kept stock room each class of material is assigned a certain section where it is distributed in bins or otherwise according to grades and sizes. A knowledge of the general lay-out of the stock room enables those interested to locate any desired article without difficulty.

The same plan is now followed in accounting. The amount of each sale is first distributed according to Jobbing, Contracts or Store Sales.

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This enables the proprietor to determine at any time the amount of Jobbing work he is doing as compared with Contract work and also how much is being sold in the store. These Store Sales are intended to cover all sales where no outside labor is performed. Blank columns are left for any further subdivision of sales the proprietor may desire.

All amounts entered in the first five columns are to be charged to the respective buyers. Thus, by a minimum effort of sorting each sale as it is entered, we are able to know the trend of our sales.

The next section, the first five columns on the right-hand page (Fig. 2), contain the items of cost on the job, Material, Labor, Overhead, Cash Discount and a Miscellaneous column wherein other costs are itemized. You will note that these columns carry the same headings that appear on the Job Ticket under "Cost Recap," "Material," "Labor," "Overhead," etc. Such items as "Inc. Expense," "Truck," etc., having no separate column are entered in "Miscellaneous Accounts" column, putting the name in the wide column and the figures in the "Amount" column to the right. Where there is more than one such item extra lines are used as in the first entry illustrated.

Following "Cost Accounts" section is the "Loss and Gain Accounts" section. This section, you

will note, is subdivided to correspond with "Customers' Accounts" section. By this means the amount of profit on each class of sales is known, as well as the amount of sales and it can readily be determined whether or not a fair per cent of profit is being obtained on each class of work.

Referring to the illustration on Page 19 of December 23rd issue, we see that this was a Contract Job. The amount of the sale or charge to the customer \$275.00 is entered in the "Contract" column of "Customers Accounts" section. Correspondingly, the amount of profit \$27.82 is entered in the "Contracts" column of "Loss and Gain Accounts" section. At the end of the month we have the total Contract sales and the total Contract profits and we readily see whether or not our amount of profit shows a fair per cent on sales. The same holds true of the other classes of sales.

It is not necessary to know the total costs according to class of sales, so all costs are kept in one section, being subdivided only according to the different items of cost. Where it is desired to know what the costs were on any single job, reference to the entry, according to the Job number will give this. If information as to the different materials used or amount of time spent on the job, is desired the Job Ticket will give full details.

SALES					CUSTOMERS' ACCOUNTS				
					DEBIT				
Job No.	Date	NAME	ADDRESS		Jobbing	Contracts			Store Sales
501	12-5	John Smith	456 Main St.			275.00			
502	12-7	James Green	123 State St.		12.00				
503	12-7	Cash Sale							1.00
503	12-8	Mrs. Johnson	345 North Ave.						3.00

Figure 1.—Left Hand Page of Journal.



JOURNAL											
COST ACCOUNTS						LOSS AND GAIN ACCOUNTS					
CREDIT						CREDIT					
Material	Productive Labor	Over Head	Cash Discount	Miscellaneous Accounts	Amount	Jobbing	Contracts				Store Sales
139 75	54 00	49 43		Incidental Exp.	1 00		27 82				
				Truck	3 00						
2 00	5 00	1 75		60 Truck	50	2 45					
50		13									37
20	2 00	55									25

Figure 2.—Right Hand Page of Journal.

### Illustration of Double Entry Principles.

We next come to the application of the principles outlined in our article in our issue of January 20th. Note that on the left-hand page (Fig. 1) the debits appear. These are the amounts to be charged to the purchasers. They are the "receivers" because they have received the Material, Labor and Service furnished. In the first entry John Smith received \$275.00 worth of Material, Labor and Service.

On the right-hand page (Fig. 2) we have all the credits which represent the "givers." Material gave \$139.75, the cost of the material furnished. Productive Labor gave \$54.00 worth of time and Overhead contributed \$49.43 in Office Salaries and Supplies, Rent, Salaries of proprietor, Telephone and other items of Service.

We are the gainer by \$27.82 on this job, so we credit ourselves with this, indicating that it was made on Contract work. Adding up all the amounts under "Credit" we find that it equals \$275.00 the amount appearing under "Debit," thus demonstrating the rule quoted previously (January 20th issue):

"Debits and Credits must always be equal in amount but may be unequal in numbers."

### Entering Job Ticket On Sales Journal.

Referring again to the Job Ticket illustrated on Page 19 of December 23rd issue which is the first entry on the Sales Journal illustrated herein. In the first column on the left "Job No." we see the number appearing on the upper right-hand corner of the Job Ticket No. 501. The next column carries the date

the job was completed, December 5th, which is shown under "Date Complete" on the Job Ticket, about the center of the upper section on the right-hand side.

Next we have the name "John Smith" and the address "456 Main St.," which is where collection is to be made, as shown on the first two lines at the top of the Job Ticket. We next come to the amounts. First the selling price or amount of the contract \$275.00 is shown in "Customers' Accounts" section, second column headed "Contracts," because this was a contract job.

Following this and on the right-hand page of the illustration herein, we have the items of cost. These are taken from the lower left-hand section of the Job Ticket. In the entry illustrated it is assumed that this job was carried on the Job Tickets until it was completed, so we find the amounts in the "Contract Cost" section, "Total Cost to Date" column.

The first item "Material \$139.75" is entered in the corresponding column in the Sales Journal (first column on Fig. 2). Labor \$54.00, in the next column. "Inc. Expense" \$1.00 and "Truck" \$2.00 are entered in "Miscellaneous Accounts" column because separate columns for these have not been provided. "Overhead" \$49.43 is entered in the "Overhead" column on the Sales Journal which is the one following "Productive Labor." This takes care of all cost items.

The "Gain" \$27.82 shown in the lower left-hand corner of the Job Ticket is entered in "Loss and Gain Accounts" section on the Sales Journal, "Contracts" column be-

cause as stated before this is a contract job.

### Entering Each Job Ticket On Sales Journal.

If it is desired each Job Ticket on contract jobs can be entered on the Sales Journal when it is filled up. Where this is done the amounts should be carried forward to the new Job Ticket as instructed in the December 23rd article, in order to know at all times what the costs are.

Where the Job Ticket is handled in this manner enter the figures in the first column "Cost on this Sheet." This means that the customer would be charged only with the "Total Cost" on each ticket up to the last one. On the last Job Ticket he would be charged with the difference between the amounts charged on the previous ones and the amount of the contract price, the difference between the cost on the last ticket and the amount remaining on the contract being gain.

### Where the Job Shows a Loss Instead of Gain.

Should a job show a loss instead of a gain it would be entered in the proper "Loss and Gain" column in RED INK. When adding columns that contain RED INK figures, the black figures ONLY are added first and the RED INK figures deducted showing the net figures as the total.

Explanation of remaining entries will appear in a subsequent issue.

Price has a legitimate place in the buying field. Economy is as great a virtue as ever. Both, however, hold second place to knowledge and vision. Your ability as a buyer is recorded in your statement of profit and loss.

### **Decatur Sheet Metal Men Prepare for 1923 Illinois State Convention.**

At a recent meeting in Decatur President L. A. Denoyer and O. T. Ingledew, of the Auxiliary, discussed plans for the coming state convention of the Illinois Sheet Metal Contractors' Association, which is to be held in Decatur April 4 and 5, with President Dennis of the Decatur Local.

It is confidently expected that the 1923 convention will excell all others held by the Illinois sheet metal contractors, and the members of the Decatur Local will see that the comforts and pleasures of visiting members and their ladies are properly looked after.

### **Suggests Y Fittings and Elbows for Pipe Problem.**

TO AMERICAN ARTISAN AND HARDWARE RECORD:

Enclosed find drawing on Y fitting and elbows to dimensions as given by Mr. Murphy in AMERICAN ARTISAN of January 13th. This will solve his pipe problem. I made such fittings at the Goodyear Rubber Plant and I found that they

were easier to make than the common Y fittings.

This is the only Y fitting that can be made of one piece of metal, but it is best to make it of two pieces with the seams in the throats.

The fork intersection is triangular and is formed in the brake and then each side is formed in the roller.

To hold it in shape while I seamed the collars on the forks, I put a V-shaped wire over the apex of the triangular intersection and soldered it on both sides.

"K. G. L."

—, Illinois, January 29, 1923.

### **Blames Specialty Makers for Shortage of Tinsmith Apprentices.**

TO AMERICAN ARTISAN AND HARDWARE RECORD:

I was much interested in the letter of "Wisconsin man," and his question "Where are the Tinsmiths?" I will answer that just a few of them are left and as long as we have all kinds of special machinery and factories doing all the work that tinsmiths did fifty years ago there will not be a chance to teach a boy the trade of tinsmith.

Everything now is bought ready made and there is no opportunity to have an apprentice and teach a boy a trade. I have been at the trade fifty-five years and have made all varieties of tin ware and done every description of shop work but the value of this experience is of no service to me now except in enabling me to make the odd and individual things that can not be bought, and I will say that I got all of this work that I can do.

I have been in business for forty-five years and have no apprentices, and as the working tinsmith no longer makes the regular articles of tinware or keeps a store, there is no longer an opportunity to take apprentices. "Where are the tinsmiths?" I will answer they are passing away and no new comers to take their place. Let us hear from others.

Yours very truly,

J. T. HENSHAW.

Washington, D. C., Jan. 26, 1923.

### **Vice President Albright of Michigan Issues Salutory.**

An interesting and worthwhile salutation, addressed by Vice President A. S. Albright, has just been sent out to the members of the Michigan Sheet Metal and Roofing Contractors and Auxiliary associations. The greeting is as follows:

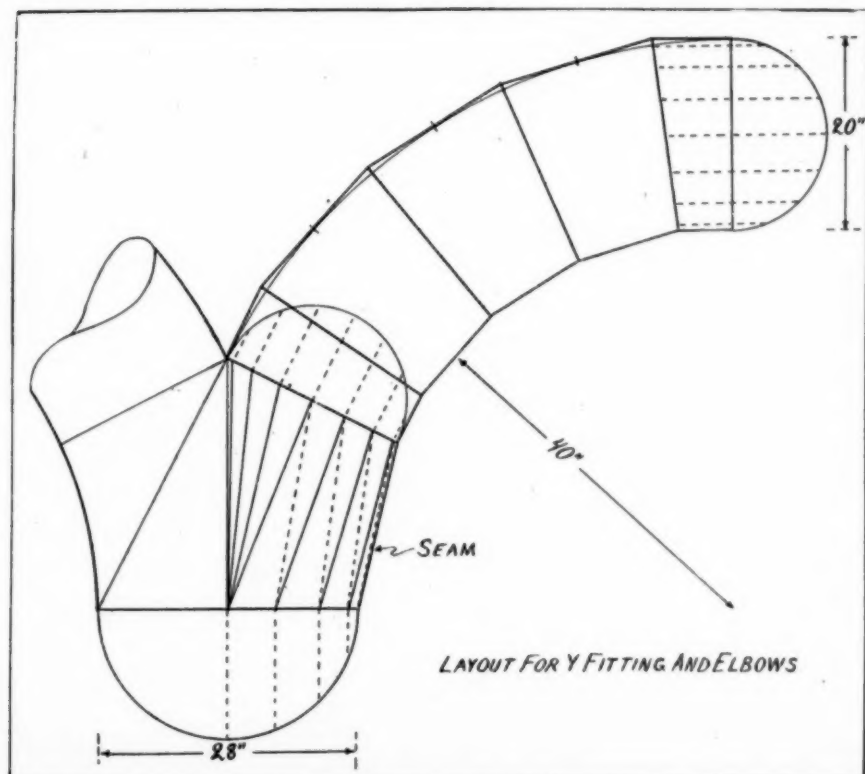
During the past year the mantle of Elijah has fallen upon Elisha and it is a trifle large. This happened through the resignation of our President, who has entered a new field.

By the members who knew his intelligent and active work in behalf of the association this is regarded as a distinct loss, and while thanking him for efforts on our behalf, we wish for him all kinds of success in his new undertaking.

Our association has taken up through its various boards and committees during the past year some very important matters. Our Trade Extension Board especially has been quite active in advancing the use of Michigan Standard Products, and if assisted by the co-operation of all our members, this movement will have a tendency to greatly improve our standing with the purchasing public.

I cannot too strongly urge more attention to accurate cost accounting. It is the only way to insure uniform and proper prices to customers and legitimate profits to ourselves.

There has been during the past year considerable activity in the apprentice line. Let the good work go on, as the education of young men as Sheet Metal Workers provides remunerative employ-



Drawing of Y Fitting and Elbows.



JOURNAL											
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Material	Productive Labor	Over Head	Cash Discount	Miscellaneous Accounts	Amount	Jobbing	Contracts				Store Sales
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#### Entering Each Job Ticket On Sales Journal.

If it is desired each Job Ticket on contract jobs can be entered on the Sales Journal when it is filled up. Where this is done the amounts should be carried forward to the new Job Ticket as instructed in the December 23rd article, in order to know at all times what the costs are.

Where the Job Ticket is handled in this manner enter the figures in the first column "Cost on this Sheet." This means that the customer would be charged only with the "Total Cost" on each ticket up to the last one. On the last Job Ticket he would be charged with the difference between the amounts charged on the previous ones and the amount of the contract price, the difference between the cost on the last ticket and the amount remaining on the contract being gain.

#### Where the Job Shows a Loss Instead of Gain.

Should a job show a loss instead of a gain it would be entered in the proper "Loss and Gain" column in RED INK. When adding columns that contain RED INK figures, the black figures ONLY are added first and the RED INK figures deducted showing the net figures as the total.

Explanation of remaining entries will appear in a subsequent issue.

Price has a legitimate place in the buying field. Economy is as great a virtue as ever. Both, however, hold second place to knowledge and vision. Your ability as a buyer is recorded in your statement of profit and loss.



### **Decatur Sheet Metal Men Prepare for 1923 Illinois State Convention.**

At a recent meeting in Decatur President L. A. Denoyer and O. T. Ingledew, of the Auxiliary, discussed plans for the coming state convention of the Illinois Sheet Metal Contractors' Association, which is to be held in Decatur April 4 and 5, with President Dennis of the Decatur Local.

It is confidently expected that the 1923 convention will excell all others held by the Illinois sheet metal contractors, and the members of the Decatur Local will see that the comforts and pleasures of visiting members and their ladies are properly looked after.

### **Suggests Y Fittings and Elbows for Pipe Problem.**

TO AMERICAN ARTISAN AND HARDWARE RECORD:

Enclosed find drawing on Y fitting and elbows to dimensions as given by Mr. Murphy in AMERICAN ARTISAN of January 13th. This will solve his pipe problem. I made such fittings at the Goodyear Rubber Plant and I found that they

were easier to make than the common Y fittings.

This is the only Y fitting that can be made of one piece of metal, but it is best to make it of two pieces with the seams in the throats.

The fork intersection is triangular and is formed in the brake and then each side is formed in the roller.

To hold it in shape while I seamed the collars on the forks, I put a V-shaped wire over the apex of the triangular intersection and soldered it on both sides.

"K. G. L."

—, Illinois, January 29, 1923.

### **Blames Specialty Makers for Shortage of Tinsmith Apprentices.**

TO AMERICAN ARTISAN AND HARDWARE RECORD:

I was much interested in the letter of "Wisconsin man," and his question "Where are the Tinsmiths?" I will answer that just a few of them are left and as long as we have all kinds of special machinery and factories doing all the work that tinsmiths did fifty years ago there will not be a chance to teach a boy the trade of tinsmith.

Everything now is bought ready made and there is no opportunity to have an apprentice and teach a boy a trade. I have been at the trade fifty-five years and have made all varieties of tin ware and done every description of shop work but the value of this experience is of no service to me now except in enabling me to make the odd and individual things that can not be bought, and I will say that I got all of this work that I can do.

I have been in business for forty-five years and have no apprentices, and as the working tinsmith no longer makes the regular articles of tinware or keeps a store, there is no longer an opportunity to take apprentices. "Where are the tinsmiths?" I will answer they are passing away and no new comers to take their place. Let us hear from others.

Yours very truly,

J. T. HENSHAW.

Washington, D. C., Jan. 26, 1923.

### **Vice President Albright of Michigan Issues Salutory.**

An interesting and worthwhile salutation, addressed by Vice President A. S. Albright, has just been sent out to the members of the Michigan Sheet Metal and Roofing Contractors and Auxiliary associations. The greeting is as follows:

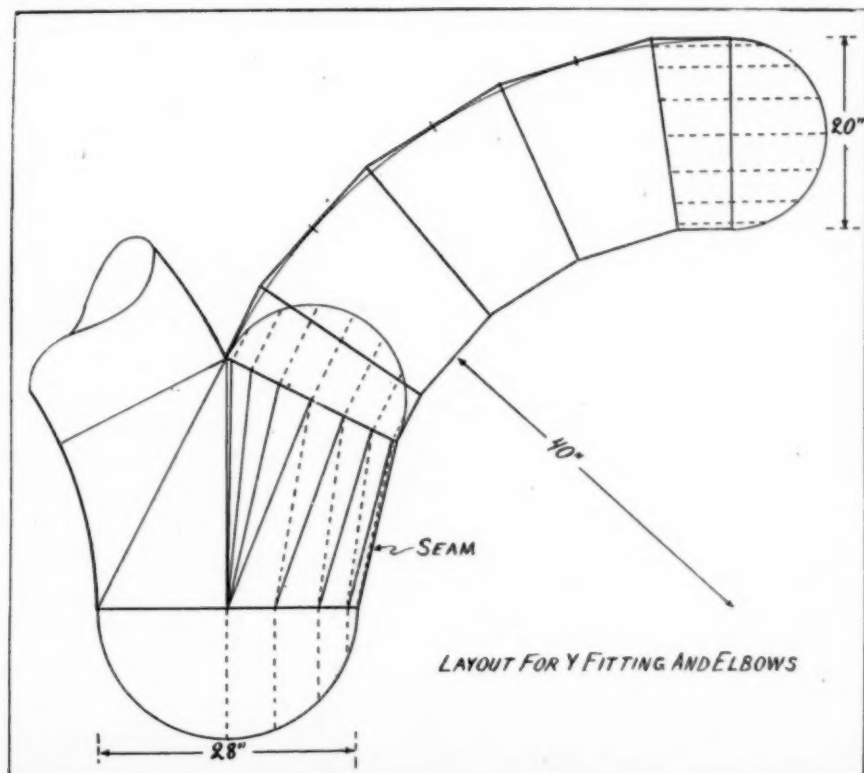
During the past year the mantle of Elijah has fallen upon Elisha and it is a trifle large. This happened through the resignation of our President, who has entered a new field.

By the members who knew his intelligent and active work in behalf of the association this is regarded as a distinct loss, and while thanking him for efforts on our behalf, we wish for him all kinds of success in his new undertaking.

Our association has taken up through its various boards and committees during the past year some very important matters. Our Trade Extension Board especially has been quite active in advancing the use of Michigan Standard Products, and if assisted by the co-operation of all our members, this movement will have a tendency to greatly improve our standing with the purchasing public.

I cannot too strongly urge more attention to accurate cost accounting. It is the only way to insure uniform and proper prices to customers and legitimate profits to ourselves.

There has been during the past year considerable activity in the apprentice line. Let the good work go on, as the education of young men as Sheet Metal Workers provides remunerative employ-



Drawing of Y Fitting and Elbows.

ment for them in a business where compensation depends on merit, insures high class work, and provides against labor shortage on the resumption of big business.

The attitude of the public toward trade associations has within a few years greatly changed. Instead of being regarded as merely price-fixing combinations, they are now considered business organizations beneficial to both the public and their own members. Our own association has been a prominent factor in this change. I confidently expect that a continuance of our past methods will have a tendency to increase this feeling.

From all surface indications, the prospects for the coming business year are bright and by carefully following our past business methods and improving them where possible, we will be able to realize on their possibilities.

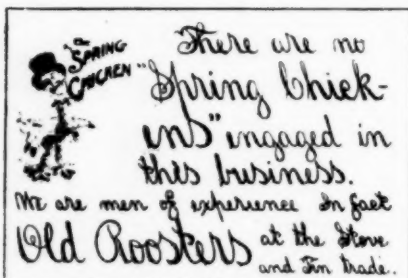
Thanking you for your support during the past year and wishing you all a happy and prosperous year for 1923, I am, truly yours,

A. S. ALBRIGHT,  
Vice President.

### No Spring Chickens in This Business.

J. T. Henshaw and W. L. Brotherton are in business, under the name of J. T. Henshaw & Company, at 736 Thirteenth Street, Washington, D. C.

They do "tin roofing and spouting, roof repairing and painting, re-



### A Different Way of Emphasizing Your Knowledge of Your Trade.

pair ranges, latrobes and warm air furnaces," as quoted from one of their bill heads.

Also, they are not of the kind that hide their light under a bushel, as witness the accompanying illustration which is a reproduction of an advertisement that is printed on the back of the same bill head and which has also appeared in Washington newspapers.

If a customer buys from you on long or uncertain credit, his cash purchases will mainly be with your competitor. Debtors seldom make a cash transaction with a creditor.

### Put Business Agreements in Writing.

"Wouldn't it be a wonderful thing," writes a business man, "if everyone carried out this idea?"

Here it is:

Put all business agreements in writing.

Many misunderstandings arise from the loose manner in which business matters are talked over. Each party naturally puts his own construction on the conversation. The matter is dismissed with the words, "all right." Frequently it turns out all wrong and becomes a question for the courts to decide.

A large proportion of the business litigation of the country would be avoided if all agreements were put in black and white.

### Notes and Queries

#### "Everhot" Soldering Iron.

From Otto Schuman, Wisconsin Rapids, Wisconsin.

Will you please tell me who makes the "Everhot" soldering iron?

Ans.—Everhot Manufacturing Company, First Avenue and Lake Street, Maywood, Illinois.

#### Address of Phoenix Tube Company.

From Maher Manufacturing Company, Preston, Iowa.

Kindly let me know where the Phoenix Tube Company are located.

Ans.—Brooklyn, New York.

#### Steel Ornamental Picket Fence.

From George Lingelbach and Son, Deshler, Nebraska.

Who makes an all steel ornamental picket fence?

Ans.—The Fred J. Meyers Manufacturing Company, Hamilton, Ohio, and Anchor Post Iron Works, 8 South Dearborn Street, Chicago, Illinois.

#### Sea Green Slates.

From Shouldice Brothers Sheet Metal Works, Incorporated, 79 West Jackson Street, Battle Creek, Michigan.

Kindly give us a list of producers of sea green roofing slates.

Ans.—American Sea Green Slate Company, Granville, New York; Auld and Conger Company, 942 Prospect Avenue, Cleveland, Ohio; William Griffith, Poultney, Ver-

mont; Ireland Machine and Foundry Company, Norwich, New York; Knickerbocker Slate Corporation, 153 East 38th Street, New York City; Old English Slate Quarries, 10 Milk Street, Boston, Massachusetts; Rising and Nelson Slate Company, West Paulet, Vermont; Edward Brothers, C. F. Sheldon Slate Company, R. J. Williams Slate Company, Norton Brothers, O'Brien Brothers, and Rice and Company, all of Granville, New York.

#### Ball and Socket Joints.

From H. Sabathne, 708 Eighth Avenue, Altoona, Pennsylvania.

Kindly inform me where I can obtain ball and socket joints for blast pipe work.

Ans.—James B. Clow and Sons, 534-546 South Franklin Street, Chicago, Illinois.

#### Nickel Silver.

From Gus A. Burr, 20 East Madison Street, Baltimore, Maryland.

Please refer me to a firm that can supply nickel silver.

Ans.—American Brass Company, Waterbury, Connecticut.

#### Galvanized Steel Corrugated Culverts.

From Samuel P. Hedges, Rochester, Indiana.

Please advise me who makes galvanized steel corrugated culverts.

Ans.—William Q. O'Neal Company, Crawfordsville, Indiana, and Newport Rolling Mill Company, Newport, Kentucky.

#### Cooling System for Soft Drink Parlors.

From Johnson and Ginthardt, Sheffield, Illinois.

Can you tell us who makes a cooling system for soft drink parlors, like those used in the old-time saloons?

Ans.—Atlas Soda Fountain Company, 454 North Halsted Street, and Chicago Carbonator Repair Company, 2221 Lawrence Avenue, both of Chicago, Illinois.

#### "Kernchen" Ventilators.

From Knapper Sheet Metal Works, 216 East Walnut Street, Kalamazoo, Michigan.

Who makes the "Kernchen" ventilators?

Ans.—Kernchen Ventilating Company, 111 West Washington Street, Chicago, Illinois.

# The Latest News About Stoves and Ranges.

Items and Discussions of Interest to the Manufacturer and Retailer of Kitchen Ranges, Heating Stoves and Accessories.

## *Charles W. Brelsford Joins American Range and Foundry Company.*

General offices and headquarters of the American Range and Foundry Company have been removed to 308 North Michigan Avenue, Chicago. Mr. Charles W. Brelsford, well-known Chicago stove manufacturing official, has been made vice president in charge of sales. In an announcement to the trade

Mr. Brelsford makes the following statement:

"Mr. P. T. Elwell and Mr. L. Brock will still be associated with the sales department as they have been in the past. Mr. E. A. Campbell will still be identified with the sales department to such extent as his duties with the company as secretary and general manager of the company will permit. Mr. J. O. Anderson will continue in charge of Chicago territory."

pliance properly, and in turn this gas appliance is submitted to a thorough, painstaking test in the gas laboratory before it is offered for sale to the public. The gas appliance is then placed on sale on the display floor and the salesman or saleswoman is left pretty much to his or her own devices in the majority of cases as to just what the appliance really does in the way of service for the public, and just how it should be sold and to whom.

## *Mr. Schanze Outlines Principal Factors Which Go to Make a Gas Stove Business Pay.*

*Build Up a Real Prospect List, He Says, and Shows How to Do It—Then Render Real Service and You Will Succeed.*

IN a recent issue of the *Magic Chef*, the very interesting house organ of the American Stove Company, there appears a highly instructive article by A. G. Schanze, Salesmanager of the Scott Gas Appliance Company, Washington, D. C.

This article which bears the title, "The Meaning of Selling and Service," has special reference to the sale of ranges and other household appliances operated with gas, but it contains so much solid information as to the factors which go to make and create a really effective stove department, so we are glad to give further publicity to the following excerpts:

"The first fact to face is that a thorough analysis of the literal interpretation of the words 'selling' and 'service,' as revealed by practice, shows that in a broad way they are very much misused words in the gas industry.

### **Education of Sales Force.**

"Starting with the manufacturer having properly completed and made ready for sale an appliance, and having compiled the proper literature for the consumer as well as

the trade, the first obvious condition of a serious nature that arises is the matter of the education of



**Darling Cabinet Gas Range.**

the employees who are actually to sell the appliance to the public, and then the all-important matter of having such an appliance properly installed.

"Many, many dollars, and many hours of thought are spent by the manufacturer to build this gas ap-

"It is held by many conversant with the subject that in a large number of cases where a gas appliance is sold it is the course of least resistance on the seller's part and the dominating desire on the buyer's part that effects the sale. Fundamentally this is wrong. There isn't a gas man in the country but who, deep down in his heart, knows that this is true and that it is a direct result of inheritance; but this much can be admitted: There are hopeful signs all over the country that many gas companies, as well as appliance dealers, are hard at work correcting this condition and really making the literal interpretation of 'selling' a fact in their business.

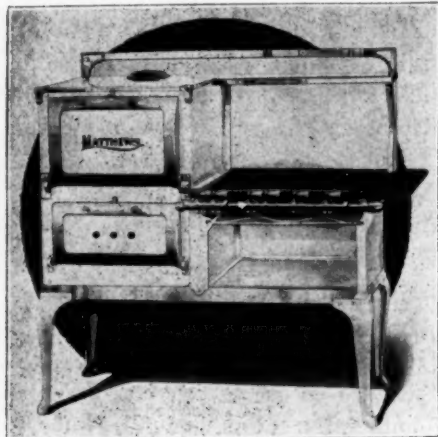
"With the sale consummated on the gas appliance, if such appliance has any special features whatever, the appliance is sent out to the customer's home subject to the proper completing of the sale by the installation department, or the practical undoing of the sale if their work is not properly done.

"In the larger situations, where such an organization is possible, there is in most cases some attempt made to install the appliance properly, but taking the gas companies as a whole all over the country, how many of these appliances are followed up to see that they are installed properly and that the consumer is getting the maximum efficiency out of the appliance?



### Dawn of Prosperity.

"We have in the gas industry in this country the best there is in the world in the way of brains and ability properly to solve our problems, and it isn't that such problems cannot be solved, but that there are so many other pressing matters in the gas industry that the sale problems seem to have been sidetracked in favor of other equally serious



Matthews Cabinet Gas Range.

problems; but the dawn of real prosperity in the selling of gas appliances is arriving this year, and now is the proper time to sit down and take account of our shortcomings and intelligently plan their correction.

"There can be no question of the fact that on a properly designated gas appliance if the salespeople who come in contact with the public are properly educated on every appliance that they have to sell—what it is designed to do and its proper place in the consumer's home, and whether or not such an appliance should be sold to this consumer or that consumer, or whether some other appliance would give the better service to the consumer—and if the installing end of the selling force is properly equipped with the knowledge of how to install such an appliance and adjust it properly, using their knowledge instead of the customer's wishes in order to give the customer the maximum amount of efficiency, the first big step toward putting the gas industry on what could be termed the proper selling basis would be accomplished.

"There are many ways of creating prospects for gas appliances—by newspaper advertising, direct mail advertising, street car advertising, show window displays, club plans, etc. All of these methods are good, but behind them should be a definite selling plan. Probably the best plan, and the one that is calculated to create prospects that will develop into the highest percentage of sales, is to divide a city or town into definite territories and compile a card index record of the present equipment existing on every domestic meter in each territory and then plan what the full and proper equipment should be and make a drive to sell that equipment, and, having sold it, to make sure that it is properly installed and is rendering maximum efficiency in service.

"Of course it takes time and costs money to get up and maintain this card record, but the gas company, or the dealer in the town where the gas company does not handle appliances, is in business permanently and not temporarily and who ever heard of trying to run a successful business without definitely planning the steps of progress of such business?

### Makes Canvass Easy.

"In having a definite sales market available, and having a proper physical record of this sales market by this card system, it can readily be appreciated how easily house-to-house canvassing can be planned with a definite point of accomplishment in view, the results of such a campaign being too well known to make it necessary to mention here.

"No matter what point of contact the appliance salesman makes with the customer, he has the advantage all the time of knowing what the consumer can buy, should buy and what to talk to the consumer about, whether the salesman meets him on the gas company floor, on the street or in his (the consumer's) home.

"The accepted slogan of the gas industry is generally admitted as being 'service.' Can anyone honestly define the actual meaning of the word service as generally inter-

preted in the gas industry when the biggest and best service the industry can render to the public is to plan the public's buying of the proper appliances, and then see to it that the maximum service of such an appliance is given to the public? As a matter of fact, the occasional cleaning out of gas burners, or fixing a few lights, is generally considered as an interpretation of the word 'service,' but a very narrow



Clark-Jewel Cabinet Gas Range.

interpretation it is when compared with the broad possibilities of gas 'service.'

"If real progress is to be made in the designing of new gas appliances, the gas industry will have to make it possible for the manufacturer to design such new appliances and not go broke through inability to get such new appliances across to the public as has happened in several notable instances. As matters stand today from the manufacturer's standpoint, the bringing out of a new gas appliance that differs in any way from the old stand-by is an extremely hazardous undertaking, and if real progress is ever to be made in the design of improved gas appliances, a great deal of this hazard will have to be eliminated before any large amount of capital will be invested in the designing and marketing of new gas appliances, and the greater part of the elimination of this hazard will have to come from the gas industry along the outline given above."

A new customer may prove a discoverer; keen eyes soon note whether courteous service and tact are genuine or whether they are bait for customer-fish.

# Events and Progress of the Hardware Trade.

What the Retailers, Jobbers and Manufacturers Are Doing  
Latest Selling Methods and Experiences of Successful Men.

## *Chicago Hardware Retailers Give Dinner for Tom Bowler on Fortieth Anniversary.*

On Monday, January 29, 1882, Thomas Bowler went to work in a hardware store and he has been on the job ever since.

For many years he conducted a wholesale hardware store on Lake Street, Chicago, but about a year ago sold out and is now doing business as a manufacturer's agent, handling several well known lines.

In celebration of his fortieth anniversary as a hardware man, twenty-five of Chicago's retail hardware merchants, to whom he has been selling goods, gave Mr. Bowler a dinner at the Sherman House on Monday evening, January 29th, at which were present many sons of the men to whom he first sold hardware and who have kept in the footsteps of their fathers as customers of the Thomas Bowler Hardware Company.

the districts, and now we are ready for real work.

Quite a few of the districts have been organized for some time, and are holding meetings regularly, and are doing a wonderful work, such as exchanging of merchandise, cooperative buying, credit information, and many things that are of interest to all.

You can feel a different atmosphere when you attend a meeting where the dealers have been organized for some time, you will find no cut-throat competition, and they are really glad to meet one another, and the warm hand clasp and smile says more than words can tell.

### **Simplification.**

Secretary Hoover has started an intensive drive among the different manufacturers, asking them to discontinue the

## *President Shanklin of Indiana Hardware Men Sees 1923 Improvement Over Previous Years.*

*Dealers at Annual Convention Urged to Keep Stocks Complete and Price Reaction Is Predicted.*

THE twenty-fourth annual convention and exposition of the Indiana Retail Hardware Association brought together several hundred merchants of the Hoosier state for a highly interesting program of speechmaking, discussions and entertainment at Cadel Tabernacle, Indianapolis, the four days from January 30 to February 2, inclusive.

In his annual address and review of business conditions, President B. G. Shanklin of Frankfort, predicted an improvement in 1923 over the two previous years, but warned of a probable price reaction in dealers' stocks during the latter half of the year.

### **Excerpts from Address of President B. G. Shanklin.**

Through the efforts and activities of our state and National Associations, the retail hardware merchants of today are recognized as the best informed, most aggressive, and the best merchandisers of any class of merchants.

From my observation, and what I learn from the opinion of the best business men of the country, I am sure that the year 1923 is going to show a marked improvement over the past two years.

Our laboring men are employed at a good wage, and the markets for agricultural products show a marked increase in price over the last year. This naturally will bring quite a little more

money into the pockets of the farmer, and will not only permit him to buy hardware that he has been doing without, but will give him a chance to pay his past due bills, and I am sure that all of us can use the money.

If the manufacturers continue to advance prices, it is going to continue the buyers' strike, as we must admit that there is too big a spread between the producer and consumer. If the manufacturers will sit steady in the boat and not let the increased demand for their products unbalance them, so that they will increase their prices beyond reason, well and good. But if they do try and put war prices on their merchandise we will all sink together.

Babson's January report shows Indiana as one of the gold states, meaning that business conditions are good, and to go after the business.

Gentlemen, I would say by all means keep your stock complete, as being out of the proper merchandise when called for is the surest way to lose your standing as a merchant.

Do not let the cry of advancing prices cause you to buy goods that you can not sell before the end of the first six months, as I believe that there will be a reaction and lower prices will follow.

### **Group Meetings.**

It has been my privilege and pleasure to attend several group meetings throughout the state. To me, group meetings are the best association service that we have attempted and while the attendance and enthusiasm has been quite good it is not what it should be, and I am not going to be satisfied until all of our members attend and take part in these meetings.

The past year we succeeded in forming a permanent organization in all of



**B. G. Shanklin,  
Retiring President.**

manufacture of many unnecessary and non-essential types of merchandise.

Out of 5,000 questionnaires mailed in September to the hardware dealers by our National Association, asking their vote in regard to hardware simplification, 2,718 voted yes, 47 no.

The same number of questionnaires in regard to the simplification of paints and varnishes, resulted 2,707 yes, 33 no. Both votes almost unanimous.

This is a subject of vital interest to all of us and if this program can be carried through to a successful conclusion, think of the millions of dollars that we now have invested in unnecessary merchandise that we can put to use in other lines that will make us a profit.

If there is any way this convention can help put this over, we surely want to do it, as this is one of the best ways that can help us to speed up turnover and help us in fighting that dreaded nightmare—"overhead."

Other notable addresses of the convention were by Horatio S. Earle, president of the North



Wayne Tool Company, Hallowell, Maine, and member of civic clubs and associations on "Peptimistic Actomism"; William Herschel, Indiana's "Riley of Today," who spoke at the banquet on "Songs Along the Way," John W. Gorby and President C. H. Casey of the National Retail Hardware Association.

**Excerpts from Address by National President C. H. Casey.**

By skillful maneuvering in the advertising field, coupled with almost perfect efficiency in the handling of merchandise, both as to purchase and sales, the mail order houses have won a permanent place in the retail distribution of this country.

By skillful maneuvering I do not mean that they have done anything unfair or unethical, but they have taken advantage, to the fullest extent, of an opportunity that was afforded to anyone who wished to take advantage of it.

True, the size of a mercantile business limits its possibilities in many ways, both as to its form and ways of advertising and its economies in the conduct of the business, a small concern cannot afford a high-priced expert to direct operations in each department, nor can it install complex machinery and equipment that is profitable in a large concern. However, it will not profit us to ignore the fact that conditions have changed, and they are continually changing; it will do us no good to close our eyes to the fact that mail order houses, chain stores and other direct-to-the-consumer, cash with the order concerns are operated by the best trained minds in the country.

We had better stare this matter in the face by intensive study of our business, its possibilities and limitations, put it in a position to take advantage of all possible economies and short cuts. Study the general needs of the community and the specific requirements of our customers and so make of ourselves community specialists filling a need that a foreign corporation cannot possibly supply.

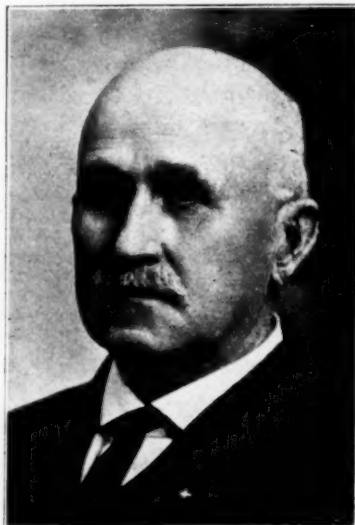
To make this special analysis possible, complete though simple records are necessary. To run your business without records is like blindfolding yourself in a foot race, and no one ever won a contest of that kind with such a handicap. The right kind of records will enable a merchant to analyze his costs and show him if it is possible for him to lower them or, as is often the case, it is found that his costs are too high for his selling price and it is up to him to buy more cheaply or adjust his price.

Records will indicate goods that sell best in his community enabling him to buy so as to get a greater stock turn with better financial returns. It is a matter of common business knowledge that in turning his stock only about twice a year the hardware merchant is not making capital work hard enough.

In the West, where we are a long distance from the center of manufacture, where transportation is less frequent and much slower, there might be some excuse for a stock turn of 2.14 times, which is the average for this country as shown by a survey made in 1921 by the National Retail Hardware Association.

But down in this country where you should be able to get quick shipments in small quantities, it seems as though it should not be impossible to reach a stock turn of 4 to 5 times a year. It should be the aim of every first-class merchant, and we all want to be considered in that class, to put his business in such a shape of efficiency that his score will be up to nearly the 100% mark. If the efficient grocer can turn his stock 8, 10, and even twelve times, I know there are many of us that can get up to the 4, 4½ and 5 times a year mark.

Some do not readily see how rapidly stock turn enters so vitally into the cost of doing business and that it is the determining factor in showing a profit at the close of the year. To illustrate and show in an understandable way the mate-



**George A. Jones,  
New President.**

rial gains, let me analyze the survey mentioned a moment ago. This survey covered a large number of stores. When tabulated, the following showed as a result:

The average sales were.....\$31,669.95  
The cost of the goods sold was 40,488.04

The cost of doing business  
was .....\$11,127.50  
Getting a margin of.....11,181.41

Leaving a profit of only..... 53.87  
The average stock was.....\$18,877.50  
The average stock turn was... 2-14/100

Supposing the stock turn had been doubled, with the same volume of sales, the stock investment could have been just half as much, or \$9,438.54. While a stock of this size would require a much smaller store room from a stock twice as large, with a consequent saving in rent, it is most likely that the same building would be used, but the goods would be displayed to a great deal better advantage. In such cases there would be no reduction in rent, but insurance and taxes would be less, saving at least one-third of the 1.5% cost of those two items in 1921, or one-fourth of one per cent, which would amount to \$236.55 on the sales of \$51,695.00.

By reducing stock investment one-half or \$9,438.54, a similar amount would be released from some other investment, which at 6% would earn \$566.31.

During the year there was a shrinkage in values of approximately 13%, which

on the average of inventory amounted to \$2,265.25. Had the stock been moved twice as fast as it was, and therefore only half the stock needed to do the same amount of business, this loss would have been cut in two and the amount would have been only \$1,132.68 in place of \$2,265.36.

Summarizing the savings from turning the stock four times in place of two, we get a concrete proof of the value of increasing stock-turns.

Actual profit of the average hardware store in 1921.....\$ 53.67 or .1 %  
Adding saving in expense due to smaller stock ..... 236.35 or .5 %  
Add earnings of investment equal to reduction of stock..... 566.31 or 1.1 %  
And the smaller loss due to shrinkage in values.....1,132.63 or 2.19%  
The profit of the average store would have been .....2,011.16 or 3.69% instead of one-tenth of one per cent or \$2,011.15, as against \$53.87, and an increase of \$1,957.27.

Habit has a large place in most of our business affairs. The average hardware merchant thinks he must maintain his stock at a certain level because he has always done so. He does not distinguish between quantity and variety. He buys grosses when he should buy dozens, or dozens when he should buy half or quarter dozens.

In almost every store there can be found obsolete and unnecessary quantities of goods running into hundreds or perhaps thousands of dollars. This unproductive investment with its burden of overhead quickly absorbs the profit from the active stock. The retailer is on the defensive just now and it is up to him to show the economical as well as the economic unit in the system of merchandise distribution.

When all is said and done, it is of the utmost importance that the retailer shall give to his business the intimate, intensive thought and study that will give him complete knowledge of all the details and be in a position to master all problems. We assume we know our business, but few of us become expert merchandisers or specialists in our line.

I want to quote here a recent observation by Congressman Sydney Anderson, chairman of the Joint Commission of Agricultural Inquiries.

"The surprising thing about business," he said, "is not what we know about it, but what we don't know about it. I wish we might have a 'know your own business' campaign in this country."

And then he added a comment so pointed that it is worthy of most serious thought by every hardware merchant.

"My observation is that the greatest obstacle encountered in bringing about better methods of farming, manufacturing or distribution is the farmer, manufacturer and distributor. It is surprising how difficult it is to inculcate into people an intelligent interest in their own affairs."

If we are as honest with ourselves as we should be, we will have to admit that there is a lot of truth in Mr. Anderson's statement. We think we know our business because we have been at it so long.

Distribution is today on trial and the verdict will depend upon how well those engaged in distribution are able to present their case by increasing efficiency and reducing costs.



In his report of the year's activities, Secretary Sheely said in part:

**Excerpts from Report of G. F. Sheely,  
Secretary Indiana Retail Hardware Association.**

The past few years has seen much of the business which rightfully belongs to you drifting to other stores, and we believe the reason for this is largely due to the lack of proper advertising upon the part of our own merchants and the aggressive advertising done by merchants in other lines.

In order to regain this business we believe it must be done through persistent, intelligent and well-directed advertising, and with this in view a members' Advertising Service has been developed by our National Association. A number of our members are already using this service but I am satisfied many more need it, as my observation is that there is no phase of the business of the average hardware merchant that is so woefully neglected as his advertising.

This department works out a series of suggested seasonable ads for a month at a time. These proofs are mailed to you in advance and you make your selection of such ads as you can use and the necessary cuts or mats are furnished you together with suggested copy and lay-out as a guide to you and your printer.

Those of you who are interested in this particular service can get in touch with either our Field Secretary, Mr. Helgeson, or Mr. Nichols, who is with us today, and who is at the head of this service in the National Office.

The "GIFTS OF UTILITY HARDWARE" slogan is just one phase of our advertising service which we are encouraging you to adopt and use as a means of attracting "Gift" buyers to your stores rather than to department, drug, 5 and 10 cent and other stores toward which the buying public has been directed through advertising.

**Distribution Costs.**

For years the retailer has been looked upon as a necessary evil in the channel of distribution but more recently his function has been gravely questioned by the consuming public because of the wide spread existing between production costs and costs to consumer.

The criticism which has been made against him, and especially against the retail hardware merchant, is not justified because the extensive compilation made by the Joint Commission of Agricultural Inquiry, shows that the hardware merchants as a class did business in 1921 at a net loss of .82 per cent.

The result of this criticism is largely due to the lack of understanding and prejudice reasoning and we believe you should do everything possible to educate your customers and the public regarding the necessity of distribution and the service the retailer performs for his community.

We must recognize, however, that we are the servants of our respective communities and that it is our duty to render efficient, economic and adequate service at the minimum cost and must study carefully our costs and operating expenses, and do everything possible to eliminate excessive costs wherever and whenever discovered.

**Decimal Packing and Pricing.**

In my report three years ago I called to your attention the decimal plan of packing and pricing, which had been recommended by certain hardware manufacturers. Resolutions in support of this recommendation have since passed by the National Association and by many state associations and other organizations and sentiment thus focused has resulted in the adoption of the decimal plan by several hardware manufacturers.

All of you doubtless know from experience the confusion that has come about from the piecemeal adopting of the decimal plan, with goods from some manufacturers packed and priced decimally and from other manufacturers, perhaps similar goods, packed and priced in dozens and gross.

It is generally recognized in the trade that the decimal system will ultimately prevail on account of its advantages in time-saving and accuracy in figuring invoices and determining prices. To obviate confusion in making the change it has been definitely suggested that all hardware manufacturers abandon the dozen and gross method simultaneously on January 1, 1924. It will be to your interest to give your support to this suggestion by formal action at this convention and by individually urging manufacturers whose goods you buy to join in making decimal packing and pricing effective the first of next January. You can do this by talking with their salesmen or by writing letters to them. They are willing to make the change if they are sure the retailers really desire it.

**Election of Officers.**

The election resulted as follows:

President—George A. Jones, Peru.

First Vice-president — G. E. Daugherty, Princeton.

Second Vice-president—H. E. Magee, Winchester.

Treasurer—Charles E. Hall, Indianapolis (re-elected).

Secretary—G. F. Sheely, Argos.

Executive Committee—Lloyd W. Slayter, Argos; W. J. Barker, Connersville, and George Bartell, Evansville.

**Hoosier Conventionalities**

Charlie Gohmann disdains railroad trains now. He is "making" conventions by automobile. His advance guard, however, was on deck early and had a nice display of "Pointer" black and enameled kitchen ranges and F. M. Harman makes it a point to tell dealers that President Shanklin sells them. Besides Charlie and Harman, H. E. Spangler and J. M. Shoemaker were present to greet their friends.

A. G. Pomrening and G. Johanson presented facsimile name plates of the Gilt Edge furnaces, suitable for paper weights, in the exhibit of R. J. Schwab & Sons Company.

J. G. Knodle, of the Hunter Hardware Company, showed his Improved Master Heat Regulator and also a new and very simple oil burner for stoves and furnaces. Mr. Knodle says that this burner is fool-proof and can be depended upon not to get clogged with carbon—and it is inexpensive.

R. D. Cooper, G. W. Tallerday, T. E. Bailey and C. P. Day had a big double booth where the famous "Renown" coal, combination and gas ranges of the Independent Stove Company showed up to fine advantage. Those blue and white enamels certainly took the eye.

No Indiana hardware show would be complete without Gus Ruhling and his fine showing of Vaughan & Bushnell hammers and other tools. He and Alex Vaughan had a very interesting automatic feature which showed how their patented expansion wedge holds the hammer on the handle, because of which their hammers have secured the approval of the Underwriters' Laboratory, an exclusive feature of V. & B. hammers.

Fred Shulenburg, the inventor of the Vapo stove, was on hand with a complete line of vapor ranges and heaters, the former in flat top and cabinet styles. G. L. Potter and F. H. Ash assisted Fred in demonstrating its many attractive features.

Big Bill Harms and George Burgess, son of Sam P., the inventor of Rock Island No Streak and Out-o-Wall registers, were busy telling about these and presented nifty combination card cases and note books to their friends.

Irving Ellis, C. D. Johnson and C. D. Britton certainly did some strutting about that new Copper Clad malleable range that Loyd Scruggs has put on the market, and judging by the visitors to their booth, dealers were interested in seeing how easily it can be set up because of the patented base.

Ellsworth C. Dunning had a fine exhibit, featuring the Kwik-Lok furnace pipe and fittings made by the Dunning Heating Supply Company—the only pipe display at the convention.

"Something new and really good in warm air furnaces," is the way Charlie Hall and Harry Neal put it when they talk about their New Victor furnace with patented intercepting heat conveyors. When Charlie had given a member his receipt for dues he invariably invited him over to his booth, where Harry Neal and J. R. Hall (Charlie's father, but he says J. R. stands for Junior) told him the story.

D. A. Barnes did the honors in the booth of the New Process Stove Company Division of the American Stove Company, where he was kept busy showing how their famous Lorain high speed oil burner operates. Don't think that they have one of those things you put in a coal stove. No, it is a real oil cooking range.

S. C. Patterson and F. C. Millard had charge of the exhibit of the Fox Furnace Company. An interesting feature was the graphic demonstration of the manufacture of "Sunbeam" furnaces, from the point of the pig iron to the finished state.

As usual, the American Steel and Wire Company had a big booth with plenty of comfortable chairs. Harry Gellatly, Larry Orr, R. B. Hodgins, B. A. Swindell, A. E. Ward and J. W. Meeke were in attendance.

W. J. Lammers, B. F. Berkheimer and C. E. Swisshelm looked after the wants of dealers who desired to know about the "all-around-the-oven" fire travel in the Mascot range. They also showed Famous ranges, Solar Oaks and B. & L. wood heaters. J. F. James, President of the Mascot Stove Company, was with them part of the time.

Scott Bowen had a busy time telling about how many desirable features of the Monarch malleable coal ranges and the Paramount combination and gas ranges. He must have a stand-in with the exhibit director, for he had about the best

place in the whole show—and he took full advantage of it.

F. W. Legler, of the Waterman-Waterbury Company, made his headquarters in the beautiful exhibit of the Van Vamp Hardware & Iron Company. As there was no room to show his line of welded steel furnaces he had a car ready for the convenience of his customers and prospects, and judging from the way the speedometer worked he must have had a bunch of people wanting to do business with him.

It sort of looked natural to see H. W. Beegle around. He presided over the exhibit of the J. E. Gilson Company who showed a fine line of garden tools, such as Kil-Weed cultivators and Dubl-Duti tools.

On behalf of the officers and directors, Lloyd W. Slayter, Argos, presented President Shanklin with a handsome signet ring bearing the symbol of the National Retail Hardware Association in enamel. Brother Shanklin failed to show much surprise, and in fact stated that he had inaugurated the custom by suggesting that such a ring would be much more personal and useful than a gavel which the president would use only during the few days of the convention. Shanklin has made a success of his business and his good common-sense way of looking at

things and conditions have had much to do with his success.

C. E. Schroyer, of the Indianapolis Stove Company, was busy showing their new "Giant" furnace, which he says combines the best features of the high class steel furnace with the best points of the good cast furnaces. General Manager Garvin Brown found time to "spell" him off and on, so he could get out and have a bite to eat and limber up his oracular organs.

I had a pleasant visit with H. E. Leonard who was in the retail hardware business for many years and who is now making the Leonard Hi-Oven range, in coal and combination types. Their exhibit was looked after by Leonard Todd, H. E. Welch and P. P. Stone.

There is another new oil cook stove and heater on the market, made by a man who has been in the business for something over forty years. One of the many features of this stove, which is called the Yypsilanti and is made by the Michigan Crown Fender Company, is the unusually high blue flame that shoots up from the round burner. Salesmanager C. D. Buell and J. H. Miller were in charge of their exhibit which created much interest.

## *Idaho Hardware and Implement Dealers Given Many Fine Points on Insurance Protection.*

*George M. Gray Discusses Suggestions Merchants Should Carry Out for Their Own Good.*

**H**ARDWARE merchants owe it to themselves and their business to protect their interests to the fullest in the matter of insurance protection, and this can only be done by a thorough knowledge of the limits and liabilities of such insurance.

This was the burden of a message given to the members of the Idaho Retail Hardware and Dealers' Association, in annual convention at Boise, January 31, February 1 and 2, by George M. Gray, Coshoc-ton, Ohio.

Mr. Gray gave many valuable pointers on insurance protection. His suggestions, which are of general applicability, were in part as follows:

**Excerpts from Address of George M. Gray, Before Idaho Retail Hardware and Implement Dealers' Association.**

See that all your policies give permission to carry other con-current insurance.

Keep your policies in some fireproof construction.

If the 80 per cent or the 90 per cent Clause is attached, you should be familiar with the contract you have made with the Insurance Company. This



also will apply with the Three-Fourths Value Clause.

When the 80 per cent Clause is attached, the assured is entitled to a minimum reduction of 10 per cent on building and 10 per cent on stock, and when the 90 per cent Clause is attached, the assured is entitled to a minimum reduction of 15 per cent on stock and 15 per cent on buildings. This is governed by the class of buildings and class of towns in Ohio.

If the building is on leased ground, this must be mentioned in the policy.

Fire Insurance does not insure bills, evidence of debt, money, notes or records, securities, etc., and unless liability is specifically insured for loss to awnings, curiosities, drawings, jewels, manuscripts, medals, pictures. See lines 38-44, New York Standard Policy Forms.

All removals and changes should be reported to the Insurance Company at once.

Any Insurance Company may cancel a policy by giving the assured five days' notice. If the policy protects the interest of the mortgagee, ten days' notice must be given him.

The assured may cancel his policy, at any time. If the company cancels a policy, the return premium is figured pro rata.

The assured should make as careful examination of his insurance policies as he would make on a deed for property or a lease for building.

Read lines 67-91 of the New York Standard Policy forms and find out what to do when a fire occurs. The requirements in case of a loss for the assured are first—to give immediate notice in writing to the Company, of any loss or damage, protect the property from further damage, forthwith separate the damaged and undamaged property, put it in the best possible order, etc.

Insurance Companies do not cover on fire works, greek fire, phosphorus, explosives, benzine, gasoline, naphtha or any other petroleum product of greater inflammability than kerosene oil, not to exceed five barrels and gun powder not to exceed twenty-five pounds, etc., unless permits are attached. If permits are not attached, policies are void.

If you use oil stoves or keep any kind of explosives, secure permits. You should not use rubber hose attached to gas stoves. Manufacturers of stoves should absolutely refuse to sell any dealer a stove with a rubber hose connection. Connections should be made with a screw at each end, one end fitting the pipe and the other end the stove. Many lives have been lost by fire caused from rubber hose connections.

The assured should welcome inspections which at times point out fire hazards, such as oily waste, steam pipes in contact with wood, rubbish, electric light cords suspended from nails. Saw dust should not be used in oil room; use sand instead.

Gasoline in any quantity on the premises not properly taken care of is more dangerous than dynamite. When gasoline is used on the premises, gasoline permit must be attached.

In Ohio and other states, the law specifies how dynamite must be handled. Don't handle in any other way excepting as provided for by the laws of your state.

Remember the policy furnishes the only way by which its terms can be waived.

Insure your property for full value if possible; never less than 75 per cent.

The proper time to adjust a loss by fire is when the policy is taken out. The assured should have full knowledge of what his policies cover. Com-

panies should be prompt in making endorsements or any changes requested, or furnish information, and should make suggestions in regard to reducing hazards. They should look after policies at all times. The Company should assist the assured in the make up of rates and point out how reductions may be obtained.

## South Dakota Association Nears Goal of 600 Members, Is Report At Annual Convention.

*President H. A. Peterson Advises Dealers at Sioux Falls Gathering to Buy Often, Keep Stocks Down.*

**"D**ISPOSE of your surplus stock, buy often but keep your stock down to a minimum; this will help to increase your turnover, thus helping to reduce your overhead."

This was the urgent merchandising advice delivered by President H. A. Peterson of Mitchell at the annual convention of the South Dakota Retail Hardware Association held at Sioux Falls, January 16 to 19.

The sessions and hardware exhibits were at the Coliseum, while the business sessions were held at the Cataract Hotel. An air of fine enthusiasm pervaded these, as officials reported that the goal of 600 members was in sight.

H. P. Sheets, secretary-treasurer of the National Retail Hardware Association, addressed the members on behalf of the national body. Mr. Sheets also conducted a question box and discussion, following an address by Frank Stockdale of the Stockdale Service Corporation, Chicago.

Continuing his address, President Peterson declared:

**Parts from Speech of President H. A. Peterson.**

Prices are bound to fluctuate, we can not expect to continue a war time overhead. Wages seem high, but I do not recommend cutting clerk salaries too low, the better way is to cull out the slacker, give your clerk to understand that he must put pep into the business and work for the interest of his paymaster as well as himself.

In so doing, a good clerk can in many ways help lessen the overhead and still draw a good salary; a retail merchant can only hope to produce in proportion to the purchasing power of the people.

Manufacturers, jobbers and retailers have tired of these fluctuating prices and were beginning to feel that we were approaching a more solid foundation but

within the last few months we have experienced another period of price inflation, which seems most unfortunate as it no doubt will interfere with distribution and we may expect a decline before many months.

We as retail merchants should discourage such inflation by purchasing only such goods as your immediate demands require, on the other hand manufacturers should not take advantage of an increased demand and consider it a reasonable excuse for advancing prices.

Why is the farmer demanding remedial legislation? Trade conditions prove to us that there must be an adjustment between the price paid the producer of agricultural products and the price of manufactured commodities, either the farm products must advance in price or labor and manufactured articles must come down.

Agricultural prices have bumped on the bottom too long for the good of the commercial interest of the country, everything the farmer buys is way out of joint with what he has to sell, the gap between the two is far too wide and so long as these conditions continue to exist we must not expect a prosperous business.

The farmer is a cheerful buyer when his labor will produce a reasonable profit. I say, gentlemen, it is up to us distributors and our association to help our government lessen this wide gap.

Our association is not organized for political purposes, but in times like these, we as distributors should encourage our national association officers to assist our government in every way possible.

As to group meetings, I really believe that these are very important for us providing the dealers will turn out in sufficient number to make them worth while. Our secretary will give you a report on what has been accomplished the past year.

A few years ago, I heard a few remarks something like this, "The Association has never done a thing for me."

The general remark which has taken its place is, "What can I do to help the association and suggest things which might be of value to the members and the public." This change has come about through being a member and attending the conventions.

Our association has made very good progress the past year and we are steadily gaining ground; our membership is nearly five hundred out of eight hundred dealers in the state and we should reach the six hundred mark this year.

Let us all get busy and help our officers gather in new members. South Dakota today ranks seventeenth, which



means that there are sixteen states in the union with a greater membership than our state.

Some hardware men say, "The association can do nothing for me." In answer to this, I wish to say to that dealer, he will have to be very sick, in fact beyond recovery, if the association can not help him in a great many ways.

My experience is that the first thing the dealer thinks of when approached for membership, is the five dollars which he figures he is throwing away, but he is a business man and we must show him value received.

First, that which is directly visible, is the insurance. The average dealer carries five thousand insurance. If the average rate is two and one-fourth per cent this means that he is paying one hundred twelve dollars and fifty cents and as a member he can carry the same

insurance for fifty dollars and sixty-three cents, thus saving sixty-one dollars and eighty-seven cents in one year, from the investment of five dollars. This, alone, should encourage us to boost for our association.

Second, the retail hardware association, both state and national, is recognized as among the most active of all associations with a membership of more than twenty-two thousand, representing the best men in every state in the union, having at heart our interest and the interest of our government, headed by such men as Mr. Sheets your national association secretary, who is absolutely bullet proof and assisted by the state secretaries, such as H. O. Roberts, who is always on his toes, ever ready to scrap for the association and the consumer, which means our customers. This is of untold value to all members.

acquainted with the different manufacturers and jobbers. Don't be afraid to tell them who you are and where you live. Let them know you have a certain amount of pride in your home town and in your business. You may make some friendships that will be very valuable to you in the future.

And in conclusion, we want you to feel proud of your association, we want you to feel proud of your convention and exhibit. There will be many state

## West Virginia Hardware Men Receive Excellent Suggestions on Modern Store Merchandising.

*School of Salesmanship Advocated by John W. Gorby in Address Before Association at Huntington.*

ONE of the most interesting and profitable conventions in the history of the West Virginia Retail Hardware Association was held Tuesday, Wednesday and Thursday, January 30-31, and February



Homer Hawker,  
President.

1, at the Hotel Frederick, Huntington.

The morning session, Tuesday, was devoted to the reception and registration of members and the opening of the exhibit hall. Mayor Floyd Chapman delivered the address of welcome, followed by an address by U. S. Senator-elect M. M. Neely.

Wednesday morning's session was given over to the reports of the president and secretary and to a question box discussion of the topic, "How to Be a Success in the Retail Hardware Business," led by former President Walter B. Wilson, Clarksburg; an address, "Need of Association Work" by C. H. Casey, Jordan, Minnesota, president of the National Retail Hardware Association; and an address on "The Relation of Turnover to Profit" by Martin L. Pierce, Research and Promotion Manager, Hoover Suction Sweeper Company, Canton, Ohio.

Secretary-Treasurer James B. Carson, in his report, said in part: **Extracts from Report of Secretary-Treasurer James B. Carson Before West Virginia Hardware Convention.**

Through the columns of our Hardware Exchange, your secretary has talked to you every month in the past year. We have grown a closer relationship between the members and our office as is noted by the many inquiries that reach us each month. We want this relationship to continue to grow until every member feels that he is a part owner of the West Virginia Hardware Association.

This convention gives you a great opportunity to make new friends, the most valuable possession any one can accumulate on earth and the most valuable estate he can leave when he passes away. We want you to take advantage of this opportunity. We want you to take advantage of the opportunity the exhibit hall presents to you in getting



James B. Carson,  
Secretary-Treasurer.

hardware conventions held in the next few weeks but we feel safe in saying that not one of them will have a more representative gathering of hardware people in attendance nor a better program nor a better exhibit than your own state convention.

We want you to go back home and tell of the things you have seen and heard, tell them to your neighbor who did not come. Talk about it so much he will want to come with you to the next one. Tell him of the members you met and the friends you made. If you will do this, you will render the best service to him as well as to your association that it is possible for you to give.

Thursday's session was featured by a question box discussion, "Is It Possible to Do a Credit Business and Discount Your Bills," led by W. H. Pirrung, Williamson, and by an address on "How to Sell Your Goods" by John W. Gorby, director of publicity, Cyclone Fence Company, Waukegan, Illinois. Mr. Gorby said in part:

**Excerpts from Address of John W. Gorby.**

We are all salesmen. Any man who receives wages, salary or income is rendering some service to humanity, for which he is paid. Consequently, no man can be disinterested in so important a subject as salesmanship.

It is said that for every 100,000 persons who enter the Chicago department stores, 40,000 do not buy, but go away without making a purchase—in other words, they are only 60 per cent effi-

cient in salesmanship. In this connection, a recent authority has stated that in the country at large, 55 per cent of all inquirers who are brought in by commercial advertising are turned away by inefficient salesmanship. If this be true, then it is high time for merchants everywhere to institute courses in salesmanship, the merchant himself being the teacher and the members of the store staff being the class.

We suggest that this class take the form of store meetings, the first meeting being on the store's time. At this meeting the proprietor will explain to the members of his force the importance of an intelligent understanding on their part of the store policies, together with the utmost importance of complete co-operation; that the best evidence of the importance of this is the fact that this meeting is held on store time and that other meetings will be held similar to this, if the clerks show sufficient interest in the subjects discussed.

The second and third meeting might take the form of an invitation to spend the evening at the home of the proprietor, while the fourth or fifth meeting might be in the form of an annual dinner of the employees, in which the program is made up wholly of your own talent, and in which good fellowship and complete understanding shall be the watchword.

By all means, teach your clerks to cultivate resourcefulness, that is, the ability to meet an unheard of situation in an entirely successful manner. In the clerk's leisure time let him think up imaginary situations and exemplary sales problems and work out from time to time solutions of the ordinary difficult situations in which the practical salesman finds himself so frequently. In this way, the spirit of resourcefulness can be cultivated.

The next important quality of the salesman is his ability to cooperate with the other members of the organization. No matter how striking his talent may be, his success will depend very largely on his ability to merge his personality into the organization of which he is a part.

Third, the salesman must learn that determination, patience and the never-give-up spirit are necessary in the salesman. He must never recognize the customer's "no" as final, but merely as a postponement of the "yes." He must never dismiss a customer in anger, but always leave the door open for another interview in case the present one should turn out unfavorably.

### Coming Conventions

Nebraska Retail Hardware Association, Convention and Exhibition, February 6 to 9, 1923, Omaha, George H. Dietz, Secretary-Treasurer, 414 Little Building, Lincoln, Nebraska.

Michigan Retail Hardware Convention and Exhibition, Grand Rapids, February 6, 7, 8 and 9, 1923. Karl S. Judson, Exhibit Manager, 248 Morris Avenue, Grand Rapids. A. J. Scott, Secretary, Marine City, Michigan.

Wisconsin Retail Hardware Association, Milwaukee Auditorium, Milwaukee, Wisconsin, February 7, 8 and 9, 1923. P. J. Jacobs, Secretary, Stevens Point, Wisconsin. George W. Kornely, Manager of Exhibits, 1476 Green Bay Avenue, Milwaukee, Wisconsin.

Virginia Retail Hardware Association, Norfolk, Virginia, February 7, 8 and 9, 1923. Thomas B. Howell, Secretary, Richmond, Virginia.

Pennsylvania and Atlantic Seaboard Hardware Association Convention and Exhibition, Philadelphia Commercial Museum, Philadelphia, Pennsylvania, February 12, 13, 14, 15 and 16, 1923. Sharon E. Jones, Secretary, 1314 Fulton Building, Pittsburgh, Pennsylvania.

Ohio Hardware Association Convention and Exhibition, Cleveland, Ohio, February 13, 14, 15 and 16, 1923. Exhibition in the new Municipal Hall. James B. Carson, Secretary, 1001 Schwind Building, Dayton, Ohio.

Illinois Retail Hardware Association Convention and Exhibition, Hotel Sherman, Chicago, Illinois, February 13, 14 and 15, 1923. L. D. Nish, Secretary-Treasurer, Elgin, Illinois.

Iowa Retail Hardware Association Convention and Exhibition, Des Moines, Iowa, February 13, 14, 15 and 16, 1923. A. R. Sale, Secretary, Mason City, Iowa.

Sheet Metal Contractors' Association of North Carolina, Selwyn Hotel, Charlotte, North Carolina, February 14 and 15, 1923. George I. Ray, Secretary, Charlotte, North Carolina.

North Dakota Retail Hardware Association, Grand Forks, North Dakota, February 14, 15 and 16, 1923. C. N. Barnes, Secretary, Grand Forks, North Dakota.

Minnesota Retail Hardware Association, Duluth, Minnesota, February 20, 21, 22 and 23, 1923. H. O. Roberts, Secretary, 1120 Metropolitan Life Building, Minneapolis, Minnesota.

New England Hardware Dealers' Association Convention and Exhibition, Mechanics' Building, Boston, Massachusetts, February 21, 22 and 23, 1923. George A. Fiel, Secretary, 10 High Street, Boston, Massachusetts.

New York State Retail Hardware Association Convention and Exposition, Rochester, New York, February 20, 21, 22 and 23, 1923. Headquarters, Powers Hotel. Sessions and Exposition at Exposition Park. John B. Foley, Secretary, City Bank Building, Syracuse, New York.

Indiana Sheet Metal Contractors' Association, Terre Haute, Indiana, February 21 and 22, 1923. Leslie Beach, Secretary, Richmond, Indiana.

Michigan Sheet Metal and Roofing Contractors' Association, Bay City, February 26, 27, 28 and March 1, 1923. Frank E. Ederle, Secretary, 1121 Franklin Street, S. E., Grand Rapids, Michigan.

Missouri Retail Hardware Association Convention and Exhibition, Marquette Hotel, St. Louis, Missouri, February 27, 28 and March 1, 1923. F. X. Becherer, Secretary, 5106 North Broadway, St. Louis, Missouri.

Iowa Sheet Metal Contractors' Association, Sioux City, Iowa, March 14, 15, 1923. R. E. Pauley, Secretary, Mason City, Iowa.

Wisconsin Sheet Metal Contractors' Association, Republican House, Milwaukee, Wisconsin, March 14 and 15. Edward Hoffman, Secretary, 279 Lake Street, Milwaukee, Wisconsin.

Illinois Sheet Metal Contractors' Association, Decatur, Illinois, April 4 and 5, 1923. Fred Gross, Secretary, Quincy, Illinois.

National Warm Air Heating and Ventilating Association, Cleveland, Ohio, April 18 and 19, 1923. Allen W. Williams, Secretary, 52 West Gay Street, Columbus, Ohio.

American Hardware Manufacturers' Association, Spring Convention, Windsor Hotel, Jacksonville, Florida, April 24, 25, 26 and 27, 1923. Frederick D. Mitchell, Secretary - Treasurer, 1819 Broadway, New York City.

Southern Hardware Jobbers' Association, Windsor Hotel, Jacksonville, Florida, April 24, 25, 26 and 27, 1923. John Donnan, Secretary-Treasurer, Richmond, Virginia.

Old Guard Southern Hardware Salesmen's Association, Windsor Hotel, Jacksonville, Florida, April 25, 1923. R. P. Boyd, Secretary-Treasurer, R. F. D. 4, Knoxville, Tennessee.

Hardware Association of the Carolinas, Columbia, South Carolina, May 8, 9, 10 and 11, 1923. T. W. Dixon, Secretary-Treasurer, Charlotte, North Carolina.

Arkansas Retail Hardware Association, Marion Hotel, Little Rock, Arkansas, May, 1923. L. P. Biggs, Secretary, 815-816 Southern Trust Building, Little Rock, Arkansas.

Southeastern Retail Hardware and Implement Association, covering Tennessee, Alabama, Georgia and Florida. Auditorium Armory, Atlanta, Georgia, May 15, 16, 17 and 18, 1923. Walter Harlan, Secretary-Treasurer, 701 Grand Theater Building, Atlanta, Georgia.

National Retail Hardware Association, Richmond, Virginia, June, 1923. Herbert P. Sheets, Secretary-Treasurer, Argos, Indiana.

The National Association of Sheet Metal Contractors, St. Louis, Missouri, June 25 to 29, 1923. E. B. Langenberg, Secretary, 4057 Forest Park Boulevard, St. Louis, Missouri; E. L. Seabrook, 608 Chestnut Street, Philadelphia, Secretary.

Missouri Sheet Metal Contractors' Association, Statler Hotel, St. Louis, Missouri, June 25, 1923. Otto E. Scheske, Secretary, 3818 Maffitt Avenue, St. Louis, Missouri.

### Retail Hardware Doings

#### Illinois.

The hardware firm of Wells and Wells at Pecatonica has been purchased by Arthur Woodruff and Herman Busack.

James A. Nelson has opened a hardware store at Galesburg.

The Hott-Ray-Hill Hardware Company of Decatur has been incorporated with a capital stock of \$25,000. Incorporators are: D. Homer Hill, Hugh J. Hill and Joel S. Ray, all of Decatur.

#### Indiana.

Sadler Brothers have purchased the Peckinbaugh Hardware store at Martinsville.

#### Iowa.

John B. Folkers has closed a deal where he became the owner of the McCann hardware store at Allison.

F. A. Rummel has sold his interest in the hardware store at Dows to his father.

J. E. Cohagen and O. N. Hughes have purchased the Rodabaugh and Bean hardware store at Fairfield. The firm name will be Cohagen and Hughes.

#### Minnesota.

The Stewartville Hardware Company of Stewartville has been sold to Messrs. Edward Bratrud and Theo. Lien.



# Suggestions and Plans for Window Displays.

## Instructive Examples from Exhibits in AMERICAN ARTISAN AND HARDWARE RECORD Window Display Competition.

### "Moving" Window Display Boosts Sales of Tools.

Attention has been called in this department before to the very pronounced advantages a "moving display," either live or mechanical, has for the window trim.

The first object of the good window display is to arrest the attention of the passerby, to halt him, and then to focus his mind on the article or articles displayed and then to create an impulse to buy.

The window illustrated here, designed by W. T. Johnson for the T. C. Wood Hardware Company of

"The wheel in the center is a movable wheel driven by a half horse power motor. The revolutions per minute of the motor is 1,750, cut down by connecting with a belt on to a cream separator, to the screw with bowl of a separator taken off, and a pulley set on spindle, same as where handle of separator is. (Pulley on motor two inches diameter, on bowl six inches diameter and handle axle two inches diameter.)

"A belt from pulley on handle of separator goes to a six-inch diameter pulley on counter shaft. An-

### Merchants Told How to Protect Credit Standing.

Conditions now facing the retail hardware merchants demand that they should safeguard their credit standing, says the *Better Business Bulletin* of the Wisconsin Retail Hardware Association. To be able to borrow money to tide over a period of small business has kept many a dealer from being ruined by threatening creditors. The suggestions offered are based upon sound practices in the retail field:

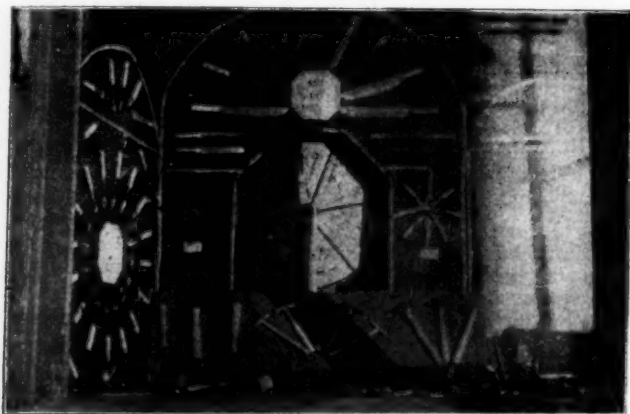
#### DO'S—

1. Make out a statement of the financial conditions of your business just as soon as possible after the first of the year.
2. Make several copies and mail one to your bankers and to each of your creditors, and to the Commercial Agencies.
3. Do this without being asked, and in so doing—
4. Keep sufficient records.
5. Be sure that you can prove that you are making money.
6. Know how your profits are being distributed.
7. Be honest. Tell the truth even if it hurts.
8. Be frank. Do not hide anything.

9. If you haven't a proper form for the statement ask your banker for one.

#### DON'TS—

10. Don't guess.
11. Don't exaggerate.
12. Don't overstate values.
13. Don't value real estate above present market.
14. Don't value fixtures at cost. Allow for depreciation.
15. Don't appraise accounts receivable too high.
16. Don't list dead stock at market value.
17. Don't omit any liabilities.
18. Don't list property now in your wife's name.



Window Trim with Moving Display Wheel Designed by W. T. Johnson for the T. C. Wood Hardware Company, Rhinelander, Wisconsin.

Rhinelander, Wisconsin, is an example of such a "moving display." Its purpose was to stimulate sales of tools and small articles of hardware, and the "motion" was supplied by a wheel.

For the benefit of merchants who would desire to duplicate this wheel, we print Mr. Johnson's unique description of the window, which tells of his ingenuity in gearing the wheel down. He says:

"The background is of black cloth, with light green tape for borders. The background is made of beaver board, displaying butcher knives, paring knives and saws. The floor of the window is covered with light brown crepe paper, displaying carpenter tools.

other pulley on other counter shaft (three inches diameter) with belt to a twelve-inch diameter pulley on display wheel, thus cutting the speed of motor from 1,750 r.p.m. to 1½ r.p.m. on the display wheel.

"The display wheel has pocket knives, scissors, etc. It is covered with yellow cloth.

"In the center behind the background is an electric light that flashes on and off and lights only the moving wheel.

"This window has attracted the passing public very much."

It isn't increasing a man's pay that makes him work harder. If he hasn't natural ambition or energy money won't give it to him.



# Review of Conditions in the Metal Markets.

## General Situation in the Steel Industry. Report of Prices and Tendencies in Sheet Metals, Pig Iron, etc.

### *Non-Ferrous Metals Move to Higher Levels.*

The recurrent tendency of the non-ferrous metals to approach the high levels of 1920 was again in evidence the past week. Tin, copper, lead and zinc reached new high levels for the month.

Zinc has shown a sharp recovery. Antimony and aluminum have been strong. Nickel alone has been weak, subjected to severe competition between the four different sellers. A good volume of business has been done in all the metals, reflecting the rapid rate of consumption now proceeding in domestic industry.

#### **Copper.**

Electrolytic held at 14.75 cents, delivered, during most of January, but on Jan. 26 moved to 14.87½ cents and on Jan. 29 to 15 cents, delivered. Domestic consumers have bought heavily through the second quarter. Casting copper advanced to 14.50 cents refinery and lake to 15.12½ cents, delivered. The Ruhr situation has caused a decided decrease in German copper buying, but fair French and British buying has been done, through and outside the Copper Export Association. Export prices have advanced in line with the domestic market, reaching 15.15 cents c. i. f. foreign port Jan. 29.

#### **Lead**

The shortage of lead has continued to cause a tight world situation, with further bidding between American and British consumers for Mexican supplies.

An interesting feature of the lead market has been the offering of Spanish lead for import to the United States, despite the strong demand abroad. This is the first Spanish lead offered here in more than a year and is due to diversion of metal which has been going to the Ruhr district. It is not thought,

however, the tonnage will be sufficient to affect the market.

The leading interest has been quoting 8 cents, New York, since January 23, when it advanced to that level from 7.75 cents. The outside market is 8.15 cents to 8.25 cents, New York, 8 cents, East St. Louis, for prompt and February shipments.

#### **Zinc.**

Sales of prime western zinc were made early in the morning of January 25 at 6.80 cents, East St. Louis. On the following day sales were made at 6.95 cents, and by today at 7.15 cents. Heavy buying has been done by domestic galvanizers and brass mills and further export inquiries have been made.

#### **Tin.**

Tin prices have been steadily advancing, led by Singapore. Large buying by American interests in Singapore have extended strength to the world market. Consumption continues heavy in tin plate, mixed metal and general lines. Straits tin prices have ranged from 39.87½ cents to 40.50 cents for spot metal in the past week, with 99 per cent tin quoted 1 to 1¼ cents under Straits.

#### **Solder.**

Chicago warehouses quoted solder prices as follows: Warranted, 50-50, per 100 pounds, \$27.00; commercial, 45-55, per 100 pounds, \$25.50; and plumbers', per 100 pounds, \$24.25.

#### **Wire and Nails.**

An advance of \$2 per ton on plain wire by the leading producer, effective January 19, brings the quotation on that material to 2.55 cents, Pittsburgh, while nails are unchanged at 2.70 cents, Pittsburgh. As previously announced, an extra of 15 cents for annealing now in effect puts annealed wire on the

same basis as nails. Demand continues strong and jobbers and retailers alike are seeking as much material as mills possibly can ship them. Operation is unchanged and mills find greatest difficulty in dividing their tonnage among buyers to avoid distress.

Current demands for wire products of all kinds from both users and jobbers continue active in the Pittsburgh territory. Makers are filled up for from 60 to 90 days, all customers desiring to get places on the books for their future tonnages in a market which, if not actually advancing, has an exceedingly strong undertone. Wire nails are operating as fully as they can, still experiencing a shortage of wire drawers. The general average is around 75 or 80 per cent.

#### **Bolts and Nuts.**

Users of bolts and nuts who neglected making first quarter contracts find it difficult to place requirements, as makers with full order books are turning down considerable tonnages. Prices are strong at the existing schedule of discounts and an increase would not be surprising.

Despite apparent discrepancies which have been noted in the Pittsburgh nut and bolt market, the quoted discounts still continue fairly representative. Concessions from \$2 to \$4 per ton have been available at various times, but for the most part those naming them now are filled up. Additional orders have been placed involving from a carload up, some railroads specifying several carloads at a time.

These same conditions apply in connection with structural and boiler rivets, on which the going market levels are 3 cents and 3.10 cents, respectively. Smaller rivets are quoted at 65 and 5 off. The receipt of several single carload orders recently is reported. Nut, bolt and

rivet manufacturers are operating as nearly full as possible.

### Old Metals.

Wholesale quotations in the Chicago district, which should be considered as nominal, are as follows: Old steel axles, \$18.00 to \$18.50; old iron axles, \$24.00 to \$24.50; steel springs, \$20.50 to \$21.00; No.

1 wrought iron, \$16.50 to \$17.00; No. 1 cast, \$18.50 to \$19.00, all per net tons. Prices for non-ferrous metals are quoted as follows, per pounds: Light copper, 9¾ cents; light brass, 5¾ cents; lead, 6 cents; zinc, 4 cents; and cast aluminum, 15 cents. The demand for nearly all lines is heavy.

delivery in or outside the city, and has taken some small tonnages.

\* \* \*

Market report furnished by Rogers, Brown & Company, Cincinnati:

Indications point to higher prices on pig iron with a scarcity of popular grades and some predict that these conditions will prevail before long. The manner in which scrap has advanced in price is bound to reflect in a larger demand for pig iron and by reason of small stocks, prices undoubtedly will advance. One of the largest producers of pig iron in the East, who normally has iron for sale, is now confronted with a situation where it may be necessary for them to enter the market for a supply. Basic iron is very much in demand in the East.

The inquiry the past week was most satisfactory. It was larger than the preceding week and the tonnage closed likewise was of greater volume. A considerable tonnage was closed quietly, no general inquiry being sent out.

Advances occurred in several localities and in the others the prices remained firm with a tendency to limit sales.

A remarkable development was the anxiety of many to have deliveries rushed, indicating consumption is increasing. Some who believed they had covered for their first quarter requirements entered the market for an additional supply. The buying for first and second quarter was almost on a par, but the larger part of the inquiry was for second quarter shipment.

The last advance in the price of ferro manganese did not stop purchases of that alloy. Several sizable lots were placed. While most consumers have covered for their requirements of 50% ferro silicon, the inquiry for that metal was fair, but it is difficult to locate any free tonnage for prompt or early shipment.

Coke was more active, especially for metallurgical purposes. There was quietness in this commodity for domestic purposes.

### Quota Plan Increases Sales.

An assistant buyer in a Seattle department store has worked out a quota card for his four departments, by means of which he keeps all the sales persons up on their toes from month to month. One of the cards is kept on display at each department headquarters where it may be inspected by those interested. The buyer finds that the salespeople show no particular interest in the card for the first two weeks of the month—they seem to be busy getting a running start. But by the middle of the month when results of their work have begun to show on it, they watch it eagerly every day, and by the latter part of the month it is the chief topic of conversation all over the store.

## Large Bookings and New Demands from Buyers Keep Mills at Top Speed Production.

*Prices Remain Firm with Chicago Quotations on Northern Iron at About \$30.00.*

WITH bookings large and buyers constantly pressing heavy new demands upon the mills, problems of production remain uppermost in the steel industry. A number of producers have withdrawn from the market because they are uncertain what free tonnage they can count upon, running into the second quarter. The unusual degree to which consumers have ordered tonnage for definite requirements is shown by the fact that more than 85 per cent of mill bookings at Chicago is in the form of actual specifications for rolling.

Shortages of steel are beginning to have more effect upon operations. For this cause one producer in the Youngstown district is taking off eight sheet mills this week and another has shut down a bar mill. Inquiries for 30,000 tons of sheet bars went begging at Youngstown this week because regular sellers of this material could not spare the tonnage.

Pig iron for first and second quarter delivery is quoted at \$29.50, base, for all grades, by Chicago furnaces, except that the steelworks stack is asking \$30. Buying for the second quarter has just started and producers are booking tonnages.

A development of a definite character respecting business for the second quarter is the fact that a lake furnace interest booked 20,000 tons of foundry iron in the week at least 50 cents lower for prompt or first quarter shipment.

Additional requirements of motor car and accessory manufacturers in Michigan, Indiana and Ohio are reflected in this tonnage. The bulk of it will be shipped at \$28.50, lake furnace, though some of it was taken for shipment from a furnace east of Cleveland at \$28, the same price that prevails on first quarter business.

The tonnage includes 2,000 and 3,000-ton lots and one over 5,000. This maker is not inclined to believe that costs for the second quarter will be higher, and to a certain extent the opinion is borne out by the fact that other makers in recent weeks have taken second quarter business at less than its figure for prompt lots.

Furnace interests are disposed to go slow on second quarter bookings, and those with associated ore interests intimate that ore and labor prices will be important factors offsetting an easier fuel situation. In the Detroit district 10,000 tons have been booked recently, and the same interest has taken on an additional 10,000 tons in total in another direction.

Link-Belt Company has closed for 2,000 tons of malleable for March-April delivery. An Indiana foundry is inquiring here for 500 to 1,000 tons for February and March. Dealers in Indiana are inquiring for lots ranging from 250 to 1,000 tons.

A Cleveland interest now quotes a minimum of \$27.50, furnace, for